

# *The* **REPORTER**

*of Direct Mail Advertising*

MAY 1954

SALUTE TO A

**MAN OF LETTERS**

*see page 3*



# representing the finest paper mills in america



Published with New England.

● WRITE OR TELEPHONE for samples, dummies or printed specimens of the finest papers made in America. Our salesmen are available to advise you, without obligation, on the quality grades ideally suited to each particular job. You can depend upon their recommendations for paper performance that will help attain maximum direct mail results.

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Murray Hill 9-6400

IN NEW ENGLAND

## Carter, Rice & Co. Corp.

273 Summer Street, Boston, Mass.  
Liberty 2-6400

## Storrs & Bement Company

273 Summer Street, Boston, Mass.  
Liberty 2-4409

# The Reporter of DIRECT MAIL ADVERTISING

224 Seventh Street, Garden City, N.Y. Garden City 7-1837  
THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO DIRECT MAIL

Volume 16 Number 13

May, 1954

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**Henry Hoke**  
Editor and Publisher

**M. L. Strutzenberg**  
Business Manager

**Dudley Lufkin**  
Field Editor

**Henry Hoke, Jr.**  
Advertising Manager

**F. Stern**  
Circulation

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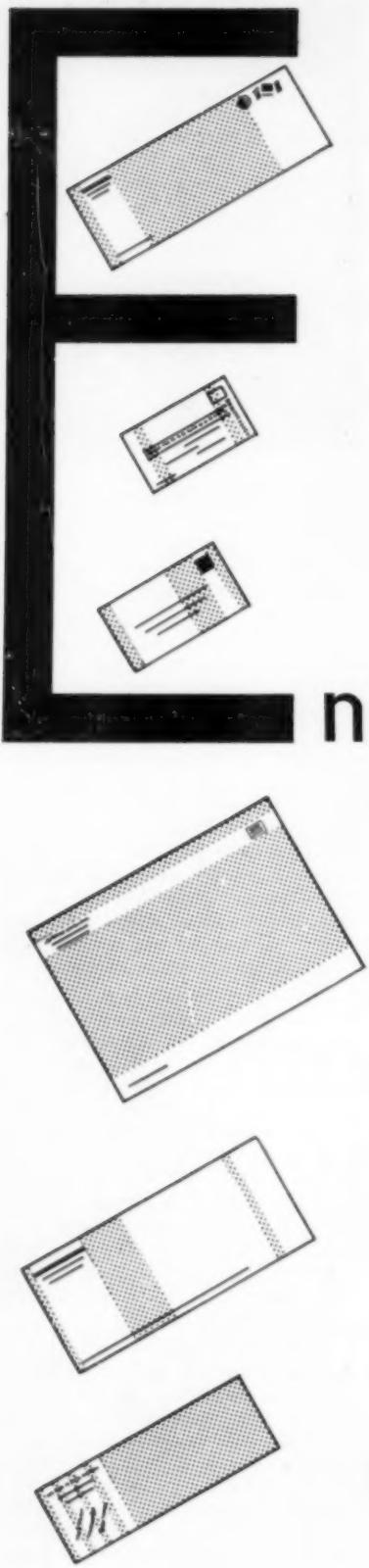


John P. Riebel is the name for the face on our cover. He deserves a big salute as a "man of letters" . . . for the work he has done in improving business correspondence and direct mail letters.

John is on the business school staff of California State Polytechnic College, at San Luis Obispo, Calif. He's an active member of the American Business Writing Assn. Last year, his highly successful book was published by Prentice-Hall (Parker Publishing Co.), titled *How to Write Successful Business Letters in 15 Days*. In the review (October 1953 *Reporter*), we said it was "the best text on letterwriting we have ever read." We still stick to that opinion and many people who obtained the book on our recommendation have confirmed the opinion.

John Riebel recently made a talk before a business group on the controversial subject of "dearless letters." We decided to reprint it this month because there have been so many inquiries lately on the do's and don'ts of the subject. Read "To Dear or Not to Dear" (on page 16) with an open mind. We've never tried to force the idea on unwilling conservatives . . . but the trend toward dearless letters is growing. The Riebel talk gives you, for the first time, a workable outline which will help anyone to start experimenting.

A few more words about the man himself: John has won a reputation as one of the nation's foremost letterwriting experts and consultants. Hundreds of businessmen and women have profited from his letterwriting courses at General Motors Institute. He has trained executives of Pontiac Motor Car and secretaries of AC Spark Plug in the techniques of business letter-



**Do you know about all of the "extra" values that Cupples envelopes give you? Direct mail users have found that Cupples envelopes greatly simplify their processing and addressing and increase their percentage of returns. They know that they have not only the best "Pennysaver" on the market but that**

## **nvelopes by cupples**

**give them built-in design for smooth, efficient operation in automatic processing equipment. Attractively designed, eye-catching Cupples Personalized envelopes increase their mailing returns. Call your Cupples representative today and ask about the "extra" advantages of using Cupples envelopes.**

**Cupples**  
envelope co., inc.  
360 Furman Street • Brooklyn 1, New York

writing. Executives of Cadillac Motor Car hired him to conduct highly successful on-the-spot clinics for letter-writers. At one time he was assistant manager of the Customer Relations Department, Cadillac Motor Car. John has also acted as special letterwriting consultant to secretaries and higher executives of Gladding, McBean & Co., Los Angeles. Readers of trade journals know him for his to the point articles on better letterwriting.

John Noel, we understand, is working on another book covering other phases of letterwriting. If it is as good as his first . . . it will be a lulu.

### **THE FACTS OF LIFE**

(about goldfish)

Some of you might enjoy reading the latest letter by Bob Cramer, of the Ozark Fisheries, Stoutland, Missouri. Bob has been a long time user of the so-called cordial contact type of low-pressure selling. He started "way back when" with Jack Carr as his copywriter. Then Bob learned how to write them himself. Most of the business of Ozark Fisheries has been developed entirely by the use of these cordial contact letters.

BEGINNING LIFE  
LAST OF MARCH 1954  
THE BIRDS & THE BEES and little  
GOLDFISH—

Most folks are mighty curious about the reproduction of Goldfish — so listen closely — Goldfish lay their eggs on grass roots or other vegetation. We eliminate all the natural spawning places by boarding the edges of the pond — then we put in artificial nesting materials.

The spawning activity starts about daylight and usually continues to about 9 a.m. The females, closely followed by the males, swim on to the nests, eject their eggs, and they are immediately fertilized by the male sperm.

The eggs are about this size ooo; it takes about 200,000 to fill a quart jar. They are very sticky and adhere instantly to any material they touch.

As quickly as the nests are covered with eggs — they are transferred to hatching ponds.

The eggs will hatch in 4 to 10 days, depending upon water temperatures. The little Goldfish are no bigger than this --, and just as black.

During the spawning season, we are on the job from the time the sun comes up over there, until it goes down over yonder, guarding these tiny fish against the many enemies that prey on them.

It's a labor of love, you might say — and tho, the hours are long — we get a heap of satisfaction in knowing that our fine, friendly customers will get the best Goldfish in the country.

Well — see you at daylight in the morning.  
OZARK FISHERIES, Inc.  
(Signed) R. M. Cramer



## IMPRESSIVE FOR IMPRESSIONS

What more do you want in a duplicating paper than trouble free performance and clear sharp impressions?

And what less should you put up with? The answers — nothing more, *nothing less*! If you get smudgy, wrinkled or indistinct copy, here's the right answer. Try Eastern papers because they are especially designed for office duplicating machine work. The special surfacing and sizing for each process — the scientifically controlled moisture content and the

precision trimmed edges assure clean copy, *clear copy* every time.

For improved impressions and faster-running performance try one of these Eastern office papers.

Atlantic Bond, Atlantic Duplicator, Atlantic Mimeo Bond, Atlantic Opaque, Manifest Bond, Manifest Mimeo Bond, Manifest Duplicator.

For sample sheets or packets ask your local Eastern paper merchant or write Eastern Corporation, Bangor, Maine.

use  
**ATLANTIC BOND** *Business* PAPER

MADE BY EASTERN CORPORATION • BANGOR, MAINE



# under one roof



Complete direct mail service  
**THE FOLKS on GOSPEL HILL**

a division of  
**THE JAY H. MAISH COMPANY**  
Advertising Agency  
MARION • OHIO

... fact is, everything needed for a complete and successful sales promotion and direct-mail advertising campaign is created and produced under one roof . . . one responsibility. Creative and production know-how seasoned by 35 years of experience. An organization of 112 persons.



# Short Notes DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

□ **POSTMASTER GENERAL SUMMERFIELD** has answered the voluminous Carlson Report (which the Senate has been studying for months) with an equally voluminous report of his own, 350 jam-packed pages. It is titled *Financial Policy for the Post Office Department*, and was issued March 31, 1954. Anyone who is seriously interested in all the ramifications of the Post Office should obtain a copy. Order from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. Price is \$1.00. We cannot attempt to summarize because it must be read in entirety and in conjunction with the Carlson Report. Perhaps it is fortunate for mail users that these two volumes saw the light of day in the same year. It may take so long to digest them and argue over conflicting points that it will be impossible to pass a postal rate increase bill in this session of Congress. But no one knows for sure what will happen.



□ **DELAYED ACTION.** Thirty-two years is a long time for a renewal notice to get action. Gerry Kenney, sales manager of *Motor* magazine, 250 W. 55 St., New York 19, N.Y., showed us a renewal form inserted in the magazine of March 1922 and which was received in his office March 16, 1954 . . . 32 years later. Gerry was interested in how this came about, so wrote to the "new subscriber." He and an associate, many years ago, were interested in an old house out in Ohio and when inspecting it found stacks of magazines in the attic. They took a few copies as souvenirs. When showing these copies to friends recently, they discovered the renewal insertion and decided to send it in. Which goes to prove, we suppose, that you never can tell how long your advertising efforts will last.



□ **GOOD TIE-UP.** *This reporter* doesn't like unordered merchandise promotions, but here is a case which is definitely on the up and up. The Ryerson Press, 299 Queen St., West, Toronto 2, Ontario,

Canada, recently made a mailing to stamp collectors, offering various books on philately. Attached to the top of the letterhead was a cellophane envelope containing a new United Nations stamp with instructions, "Please add it to your collection with our compliments." The writer offered to complete the set of new United Nations stamps for all who sent in orders for any of the books offered. The stamps could be retained "with no strings attached" even though the books were returned after ten days' examination. A good illustration of talking to the prospects in their own language.



□ **AN INTERESTING STORY** comes from San Diego, Calif. The Goodwill Industries of San Diego County solicit money to provide employment for the physically handicapped. "Not charity, but a chance to work." Every person who sends in a contribution receives a handwritten postal card reading, "Dear friend, Thank you for your donation to Goodwill. (Signed) R. Connolly." Very few people knew until recent publicity that these cards were written by a young man who lost the use of both arms in 1937, but learned to write with his feet. Dick Connolly, now 26, is a graduate of State College. In spite of his polio-caused handicap, he is studying law in his free time, hoping to practice as an attorney.



□ **GADGETS GALORE** is the name of a new book written by Dorsey Connor, a well-known television celebrity in Chicago. She has obtained quite a reputation as the "coat hanger queen", for each evening on her program she has demonstrated hundreds of ways in which coat hangers can be utilized. The book was published by Popular Mechanics Press, 200 E. Ontario St., Chicago 11, Ill. George Collins, promotion manager, pulled off some real showmanship in introducing the \$2.95 book to the book-sellers (who usually receive some pretty dry and uninteresting announcements from publishers). George bought 300 coat hangers and sprayed them with bronze finish. He attached to each hanger a 3" x 3½" memo about the gold

## The inside story of the list business #20

How do you interpret the results of your tests? The best testing system in the world is worthless if you draw the wrong conclusions from your figures. Your decisions are going to be based on your interpretation of these figures.

But even before you are ready to tabulate and interpret your returns, you'll need to know what percent of response or what dollar return you must have. These figures will, of course, depend on your cost accounting system. Different firms vary greatly as to what is counted as cost when determining the required returns. In addition, some mailers take into consideration long term effects as well as immediate response.

If you like statistics, this is your big opportunity to make them work for you. All kinds of elaborate figures can be compiled for statistical study. The more complicated your offer, the more statistics you need to dig out of your test results. For instance, if you have more than one price offer, or a choice between one and two year subscriptions, or are asking for donations, you can really play around with your average and median orders. These statistical terms needn't floor you. They just sound impressive.

### Your average order

This is the total amount of money received divided by the number of returns. Lists which produce more higher priced orders, longer term subscriptions or larger donations than the average list, might be worth following up even though the total response was below quota. This kind of response will probably repeat more often, renew better or continue to donate more. A publication also considers the quality of its readership for the benefit of its advertisers.

### Your median order

Determining which price is the most popular will give you a clue as to which price to stress. The median offer is the one on which you receive the greatest response. It is not the average, which can be misleading if the tally is thrown off by the inclusion of one or two windfalls.

The tabulation of your statistics can include the number of C.O.D. refusals, failure to pay up when credit is given, and requests for refunds. It is, of course, possible that an excessive number of refunds may be due to a faulty product or service. If so, better fix it up.



### Geographic Testing

A real hoard of statistics can be accumulated by setting up a table of response by state. For valid results, of course, you must have a state breakdown of your test. Or you can key each state separately. One large consumer publication makes a practice of doing this. Your chart may show that some parts of the country are more responsive than others. You may also find that you can use some states at certain times of the



year profitably, but not at other times. You might try experimenting further with large marginal lists by using only your most productive states.

Eventually by keeping records by states, you will also be able to trace a pattern of time elapsing between your mailing date and the receipt of your orders for each area. You will learn how long it takes for your returns to come in from nearby states, from the middle west, and from the coast. You will probably find that by the time your response is in from the most distant state, your pull will be about ended, and you can estimate the final test results and start working on your follow-up mailing schedule. By knowing exactly how your pattern of response comes in, you can project future results and get a quick answer to your test. For those mailers who have a short season or for others with a timing problem, this kind of information is essential.

Some of you may have an allergy to statistics. The antidote is to analyze your response by actually looking at the letters, coupons or order forms. Direct mail is a personal way of doing business and people very often write revealing letters or notes on the order forms which can be very helpful to you for future copy appeals and price decisions. These remarks can also help you appraise a list — unstatistically.

### The Book-of-the-Month Club

Edith Walker, who handles all the mail campaigns of the Book-of-the-Month Club, thinks this personal study of her response is so important to her that she still looks at every order that comes in. She also makes a spot check of the segregation of the keyed orders because even conscientious clerks frequently make errors. On small tests, crediting or not crediting a list with the wrong order will nullify your test results.

Edith finds she can tell the level of education by examining her orders. Handwriting, style of writing, stationery and home or business address are clues to the educational level. It is a little more difficult to judge income, but here are some angles that Edith finds useful. She has become familiar with residential areas of the leading cities and can tell with fair accuracy the living standards of the buyer from the address. A rough analogy can also be made between education and income so the same criteria for judging both can be used. Other gauges can be found in the number of multiple orders, the proportion who pay by check rather than money order or C.O.D. and the kind of business or profession of the buyer.



Edith Walker isn't the only large mail order operator who likes to look at orders. Most mail order people learn a lot and get a lot of fun out of personally watching the coupons and cards come in. Other mail order people are perfecting their methods of testing and interpreting their test figures. Maybe we can help you with your test problems. Won't you call on us?

*Arthur Martin Kauf*

President

### NAMES UNLIMITED, INC.

352 Fourth Avenue Murray Hill 6-2454 N. Y. 10, N. Y.  
Charter Member National Council of Mailing List Brokers

the Hausman Steel Co.

Carrier air conditioning

P. O. Box 416, Toledo 1, Ohio • Pontiac 2661

March 1, 1954

Mr. R. A. Chandler  
The Chandler Hardware Company  
Sylvania, Ohio

Dear Mr. Chandler:

This is a sales letter about Carrier air conditioning!



Carrier doesn't make cheap equipment - only the most economical!



Carrier is the oldest, yet the most progressive name in air conditioning!



Carrier makes only one product - the world's finest air conditioning!

Carrier's fifty years of experience are at your command. A survey is free - no obligation. Phone me at Po. 2661, or mail the enclosed card.

Sincerely,

THE HAUSMAN STEEL COMPANY

*J. Hausman*

## AN IMPRESSIVE LETTER

We are reproducing an unusual sales letter which was received by REPORTER subscriber, R. A. Chandler, of the Chandler Hardware Co., Sylvania, Ohio. It impressed him enough to send it along to us with a request that it be returned. The copy could have been better arranged on the letterhead. But the idea of using three different U.S. postage stamps to illustrate the sales points is certainly distinctive. Whoever thought up this idea deserves a pat on the back.

coat hanger and the real gold in profits from the sale of the new book. Only 63 words of copy. Hangers, with memo, were mailed to the 300 top prospects in an 8 3/4" x 17" envelope, with cardboard protector. Perfect showmanship!



□ IF BRISTOL PAPERS interest you (and they should when selecting stock for mailing cards), you should get the new sample book issued by Linton Brothers and Company, Fitchburg, Mass. Write to Roger Clapp there or obtain from your local paper merchant. It is more than a collection of samples, because it explains all the types available and their uses.

□ AN IDEA FOR NEXT MARCH: If you want to plan a mailing tied in with St. Patrick's Day, remember that you can ship your mailings to be postmarked from Shamrock (Texas), Ireland (Indiana) or St. Patrick (Missouri). Buy your stamps from the local postmaster, then ship to him by parcel post for cancellation and mailing.



□ THE NATIONAL KIDS' DAY FOUNDATION is being "dissolved" by agreement with the Attorney General of the State of California. This reporter was severely criticized several years ago for first revealing the extent of the unorthodox use of unordered merchandise

for soliciting funds which did not help anyone except the promoters. That is one more headache out of the way.



□ ANOTHER HEADACHE seems to be soothed. For many years a Kathryn J. Whalen, of Detroit, has published a vitriolic newsletter, titled *The Lance*, under the sponsorship of a Business Men's Protective League. *The Lance* was devoted to scurrilous attacks on Better Business Bureaus and their managers. A Federal Court in Chicago recently ruled in favor of the BBB's in a \$15,000 libel suit. It included a finding of malice, which may involve a jail term.



□ A BLOTTER HOUSE MAGAZINE has been mailed by the J. M. Bryant Company, of Clarksville, Arkansas, every month for 20 years. It was one of the first (if not the first) such formats. Over the years it has been very successful in selling the products of this manufacturer of barrel staves and heading. *Oak-K* was created and is still being edited by Leo P. Bott, Jr., of Chicago.



□ LISTS ARE THE MOST IMPORTANT TOOLS of direct mail. If you are interested in studying all the ramifications . . . be sure to get the 1954 edition of the W. S. Ponton directory, titled *List O'Trades*. Write to the Mail Sales Division in Englewood, N.J. (There is no charge incurred.) The 128-page book contains more than 12,000 mailing list categories arranged alphabetically, with state-by-state breakdowns of all major classifications. W. S. Ponton was founded in 1885, when direct mail was first starting. The first directory was issued in 1902 and there has been a *List O'Trades* issued annually since that time. A study of these directories reveals economic trends . . . sources of human interest. For instance, in 1953 there were 3,881 manufacturers rated at \$1 million or over. There are now 13,745 . . . an increase of 9,864. Increased business activity has raised capitalization all along the line. Total manufacturers of all financial ratings have increased from 192,326 in 1953 to 209,888 in 1954. Quantitative increases exist in all industries and in numerous other retail and service categories throughout the general business structure. So the Ponton catalog is a welcome antidote to the talk that America is getting soft.



□ LAST YEAR we received a number of inquiries about the Mail Users Assn. of America, Inc., Washington, D.C. We published a short item indicating that it was more or less of a one man operation, soliciting funds for lobbying activities. We have now learned that the "business has been abandoned."

□ EXTRAORDINARILY BEAUTIFUL HALFTONES caught our eye in a monthly issue of *The Hercules Mixer*, house magazine of Hercules Powder Co. Wilmington 99, Delaware. The pictures were so sharp and vivid that we suspected there was a new and secret process somewhere in the background. So we wrote to James L. Anderson, editor, and asked him to give us the dope. He tells us there is no secret. His formula: "If you feel that they (the halftones) appear better than usual, attribute it to good photos, engravings by Gatchel and Manning of Philadelphia, Warren's Lustro-Gloss stock, and the usual top-notch printing job for which our company-owned and-operated printing plant is nationally known."



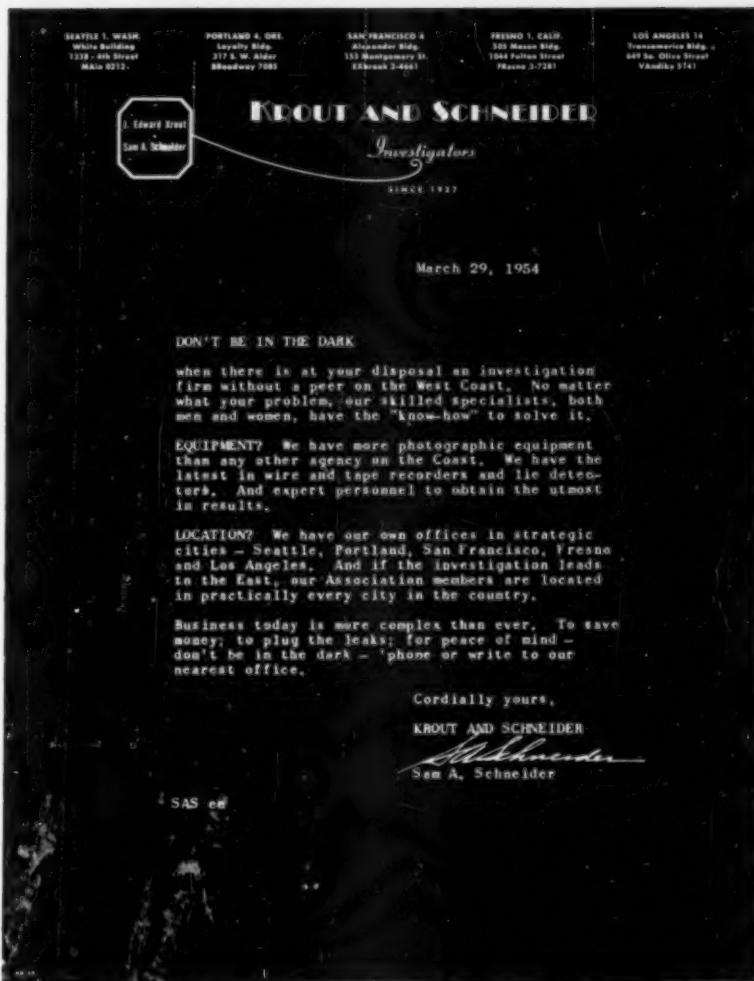
□ A SHORTHAND SYSTEM for business executives is being sold by the Fine-line Company, 303 Fifth Ave., New York 16, N. Y. Although the system was first originated in 1945 and has had a number of reprintings, the new, revised edition is proving a best seller. The system is called "Abrevatrix" and the title of the \$1.50 book is *Shorthand in 4 Days*. There are just four simple, easy-to-understand lessons to learn. The promoters claim that with reasonable practice, 120 words a minute can easily be achieved. Write to Benjamin Friedlander if you want more information.



□ SPECIALTY SALES ARE BOOMING. The following item appeared in the 4-page *Weekly News Review* of the Federal Reserve Bank of New York: "The specialty mail order business, which has boomed ever since the war, is being counted on by manufacturer and retailer alike to take up some of the slack during the period of hard selling. A minor boom is being enjoyed by small retailers selling specialty items, either as a sideline or depending solely on mail order volume. The growth of mail order selling has been accompanied by a decline in the effectiveness of the department store mail order catalog. The store catalog has steadily lost ground in the retail sales picture. Since 1940 its share of total retail sales has been halved—from 1.6 per cent to 0.8 per cent. (J. of Comm., 3/18, p. 1)



□ THE ANNUAL REPORT of the Better Business Bureaus is always interesting. 1953 was the best year in the 40-year history of the BBB. More than 70,000 business firms provided over \$3 million for the operating budgets. Increase in inquiries and complaints was 14% over 1952 (90% over 1949). Total of inquiries and complaints reached an amazing 1,895,828. Too bad that a large



### AN EFFECTIVE BLACK LETTER

"Don't be in the Dark" is the heading on a striking form letter issued by Krout and Schneider with offices in Seattle (Wash.), Portland (Oregon), San Francisco, Fresno and Los Angeles (Calif.). As illustration shows, the letter was printed from a reverse plate (white letters on solid black background). We think it reflects good showmanship because the "dark" ties in so well with the service offered . . . investigations. Krout and Schneider carry the idea further by using blotters processed the same way (solid black background with white copy). Very effective.

percentage of this total related to fund raising and mail order scheme promotions. This reporter believes sincerely that all readers of this magazine should join and support their local BBB.



□ ANNUAL REPORTS don't always have to be lavish booklets to be effective. Old Equity Life Insurance Co., Old Equity Bldg., Gary, Ind., proved it with a simple but effective 1953 report produced in a small 5 1/2" x 3 1/4" folder . . . designed so that it could be easily mailed in a No. 6 envelope. Although limited in size and illustration space, the design and color of the little folder tells Old Equity's 1953 story beautifully.

□ A WARNING TO lettershops, printers and other direct mail suppliers: Now that New York State has a strict law (effective Sept. 1st, 1954) regulating the registration and conduct of charity appeals (following similar laws in Pennsylvania and North Carolina), producers and suppliers who accept orders from charitable organizations should be sure that their customers are complying with regulations. Otherwise, they may run into collection problems if the customer is cited for a violation. The attorney for the Direct Mail Advertising Assn. is of the opinion that the producer or supplier should request a signed statement acknowledging compliance with state laws, and the DMAA office (381 Fourth Ave., New York 16, N. Y.) will



## Bunn Machine ADJUSTS AUTOMATICALLY to tying different mailing packages

With a Bunn Package Tying Machine, you can tie letters, parcel post, magazines, catalogs, etc., one right after another! The machine adjusts itself automatically to each package. And it takes only 1½ seconds to wrap and tie each one! Machine-precise wrapping and knotting saves thousands of feet of twine per year. With 5 minutes' training, anyone can operate. Send coupon TODAY for full details.

**BUNN** the original  
package tying machine  
ESTABLISHED 1907

B. H. Bunn Co., Dept. R-5  
7605 Vincennes Ave., Chicago 20, Ill.

**SEND TODAY**  
for this free,  
highly-illustrated  
tell-all booklet.

**B. H. BUNN CO.,**  
Dept. R-5  
7605 Vincennes Ave., Chicago 20, Ill.

Please rush me Booklet 200 describing  
how Bunn machines cut costs, save twine,  
lack labor turnover.

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



## Short Notes CONTINUED

soon have available a suggested standard form. We understand that since the passage of the New York law (see March Reporter, page 30) 22 other states are planning similar action to regulate or stamp out the fraudulent operations which have hurt all the legitimate charities. So keep your eyes open in your own community.



□ J. CLIFTON CARR is the new advertising and sales promotion manager of American Type Founders, Inc., Elizabeth, N. J. He replaces Frank Gerhart who resigned several months ago to join Mead Sales Co. Mr. Carr was formerly advertising account manager, industrial accounts, Westinghouse Electric Corp., Pittsburgh, Pa. He's well known in industrial advertising circles as an N.I.A.A. "Topper" Award winner.



Jones

Carr

And Scriptomatic, Inc., manufacturers of Scriptomatic addressing and duplicating machines at 300-16 N. 11th St., Philadelphia, announced the appointment of Norman L. Jones as sales manager. He's had 15 years experience as salesman of addressing machines, special accounts representative, government representative and sales supervisor in Baltimore, Washington and New York City.



□ CHARITY ORGANIZATIONS have been having many headaches over the revelations of fraud and misrepresentation by racketeers. Those headaches will probably be eliminated by legislation. But how will the legislators be able to regulate the foreign solicitations which are now beginning to show up in the mail? This month we received a specimen of a charity solicitation from Madras, India, pleading support of a boarding school for poor boys. Another piece arrived from Tokyo, Japan . . . and this one was a lulu. The letter was processed on a sheet of paper measuring 9½" x 14". It solicited funds to take care of the 3,490 "half-breed orphans". Some of the statistics given in the appeal are alarming. It is claimed that 84% of the half-breeds have fathers originating in the

USA. We will submit this one to the State of New York Joint Legislative Committee on Charitable and Philanthropic Agencies and Organizations.



□ A SIX OUNCE POCKET PHONE is being used by Grant-Jacoby Studios commercial art salesmen to keep in touch with their Chicago office at 936 No. Michigan Ave. Calls and messages to



the salesmen are relayed from Grant-Jacoby's office to a central broadcasting station. There, the message is put on tape and broadcast for an hour at intervals of about a minute. Salesmen listen a few minutes every hour, or at a predetermined time. Service is handled by Pocket Phone Broadcasting Service in Chicago, N.Y. Technical Institute of Cincinnati developed the small pocket radio which can receive messages up to 30 miles away. Grant-Jacoby sales v.p. Robert Fox says the gimmick results in speedier, more efficient service to customers who must meet deadlines.



□ ARTISTS will be interested in a beautifully illustrated booklet just published by Bourges, Inc., 80 5th Ave., New York 11, N.Y. Explains the Bourges Process for reducing production costs with their transparent matched-color overlay sheets. Fully illustrates uses for the sheets for making all types of separation copy in two, three and four colors.



Schlacks

Baudoux

□ VIOLA SCHLACKS, advertising manager, Philadelphia & Reading Coal & Iron Co., Philadelphia, was recently given the 1954 award for "the Advertising Woman of the Year" by the Philadelphia Club of Advertising Women. President Mabel (direct mail) Baudoux made the presentation. Viola

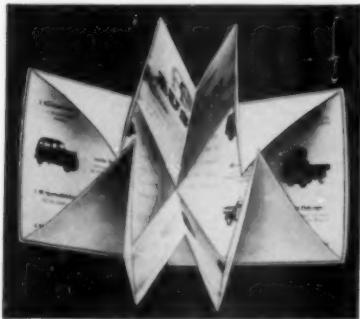
has had a colorful career, which includes creating the slogan, "When it's Red, it's Reading," describing the red spots sprinkled on the coal at the mines. She also was responsible for extensive programs of direct mail selling to coal customers.



SORRY TO HEAR of the death of Eugene Louis Pizzetta in Tampa, Florida. Many folks connected with mail order will remember him as president of one of the largest cigar mail order firms in the United States, Thompson & Company. The business will be carried on by his son.



PHILADELPHIA BINDERY, INC., 3rd and Vine Sts., Philadelphia 6, Pa. has a good idea with their "patented"



Pan-Vue Folder shown here. Cover of folder opens . . . displaying a sheet inside that is 6 times the size of the closed cover. The idea offers many possibilities for dramatic, eye-catching effects. But we'd like to know why the "patented" notice is necessary for a simple pop-up fold?



THE CATHOLIC DIGEST, after 18 years, accepted its first advertisement (in the April 1954 issue). The initial advertisement was a mail order appeal by The Family Reading Club and was placed by Maxwell Sackheim & Company. The results were so good that the third and fourth covers have been sold for the balance of the year. Seems logical since the readership of *Catholic Digest* is mail order conscious. Under the direction of Tom McElroy circulation has jumped in excess of 700,000 through intense mail order promotion.



PROMOTIONS OF PUBLIC RELATIONS EXPERTS are usually dry reading . . . but we have enjoyed the letters and folders issued at intervals by Henry Gomperts, public relations counsel, 53



## creative design

Combine Color —  
Illustrations — Message  
To Make Your Envelopes  
Get More Results!

A good envelope does not only "enclose" . . . it challenges! Tension "Creative Design" envelopes are planned by our skilled art staff to make your mail or packaging more profitable by making it more appealing before it's opened!

Creative design makes your mail "outstanding" . . . takes it out of the ordinary . . . gives it attention value . . . gets it seen . . . helps get it opened and read. It gives your envelope-packaged products eye-appeal, and helps move them off the shelf.

Investigate Tension "Creative Design" today. And find out, too, about "Tension Inventions": Envelopes tailored specifically to do new, unusual jobs . . . or old jobs better! (See the ad below.)

### TENSION ENVELOPE CORP.

New York 36, N.Y.—522 Fifth Avenue  
St. Louis 10, Mo.—5001 Southwest Ave.  
Minneapolis 1, Minn.—129 North 2nd St.  
Des Moines 14, Iowa—1912 Grand Avenue  
Kansas City 8, Mo.—19th & Campbell Sts.  
 Ft. Worth 12, Texas—5900 East Rosedale

## NOVELTIES for ADVERTISING and PROMOTION

Ash Trays	Rulers	Mending Kits	Whistles	Combs
Calendars	Balloons	Travel Clocks	Crickets	Bobby Pin Kits
Key Cases	Key Tags	Flash Lites	Spinners	Lipstick Tissues
Memo Books	Coin Holders	Phone Indexes	Cloth Caps	Brushes
Pencils	Cigarette Lighters	Pocket Knives	Aprons	Cocktail Stirrers
Wallets	Advertising Neckties	Letter Openers	Pot Holders	Advtg. Fans
Emery Boards	Diaries	Pictorial Blotters	Bottle Openers	Coin Banks
Playing Cards	Magic Slates	Optical Illusions	Score Pads	Snapping Guns
Ball Pens	Thermometers	Puzzles	Egg Timers	

Items for Men, Women and Children in every price range with your name or Trade Mark

**Economy Novelty & Printing Co.**  
225 West 39th St.  
Btw. 7th & 8th Aves.  
Near Times Square

How to make your  
**DIRECT MAIL**  
**FUND RAISING**  
more productive.

Let me tell you how I have helped others improve their appeals and increase their returns—and how I could do the same for you.

**WILLIAM M. PROFT**  
27 Washington Place, East Orange, N.J.

**FREE**  
**\$10 KIT OF**  
**STOCK ART**



Write now for your FREE sample "Clip Book" of Ready-to-Use Art" and new Hand-Lettering on Acetate. Also details on \$10 kit of stock art free! Cuts paste-up time and costs in half. No obligation. Send for yours today.

**HARRY VOLK JR. ART STUDIO**  
22 West Verona, Pleasantville 2, N. J.

**ARCHER**  
MAILING  
LIST  
SERVICE

•

**226,330**  
**FISHERMEN**

mail order buyers  
and requests for  
catalog — fishing  
equipment; 98%  
men.

**\$12.50—\$14 per M**  
**rental, on labels**

Write or telephone  
for details.

•

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JUDSON 6-3768

**better  
production  
brings  
better results**

There's a best way to produce direct mail . . .

MASA members study the best, most effective, ways of production; support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results. To check the effectiveness of your production source . . . Always say, "Are you MASA?"

YOUR BEST SOURCE for: Creative direct mail campaigns, multigraphing, mimeographing, offset and letterpress printing, bindery, mailing services, mailing lists, etc. information about postal regulations and better direct mail results.

For names of MASA  
members nearest you, write

**Mail Advertising  
Service Association**

18652 Fairfield Avenue  
Detroit 21, Michigan

**Short Notes**  
CONTINUED

State St., Boston, Mass. Henry was formerly involved with government work in Washington, but he has certainly found his proper niche. Get on his mailing list if you want to read some interesting observations on public relations.



□ SPEAKING OF PUBLIC RELATIONS AGAIN, Charlie Watson, vice president — public relations, O'Keefe's Brewing Company Limited, 297 Victoria St., Toronto, Ontario, Canada, sent us a most interesting 32-page booklet, titled *Birth of a Salesman*. It is a humorously illustrated reprint of a talk given by Charlie at the annual sales convention of the company. It shows how salesmen can become better salesmen by making them also public relations men. Fine reading. A limited number of extra copies (free) are available. United States inquiries should be directed to O'Keefe's Inc., Ellicott Square Bldg., Buffalo, N.Y. In Canada, address the Public Relations Dept., O'Keefe House, 297 Victoria St., Toronto 2, Ontario, Canada.



□ FORTUNE MAGAZINE'S April full-page, full-color advertisers got an impressive sampling treatment from J. W. Clement Co., 8 Lord St., Buffalo 10, N.Y. Twenty-three of the April issue's advertisers were packaged in a beautiful portfolio . . . demonstrating that "To present these advertisers to *Fortune's* subscribers, only the best in color reproduction is acceptable (and) . . . Since Oct., 1948, all full-color letterpress pages have been printed on Clement's rotary precision presses."



□ CHARM MAGAZINE'S Promotion Department has a faculty for producing exciting mail promotions. They've done it once again with a piece telling how "Charm put the fireworks back into the 4th of July." A spattering red wash effect created by Estelle Ellis and Rosalind Taylor and drawn by Tom Courtous gives the impression of bursting firecrackers. Idea of the folder is to sell manufacturers on midsummer bonus issue. Certainly is convincing.



□ ANOTHER "FIRECRACKER" mailing was used by The Gilson Press, 217 Scribner Ave., N.W., Grand Rapids 4, Mich. to announce their newly acquired space. A 12" red mailing tube (with string "fuse" at one end) contained a large, humorous broadside invitation to

Gilson's "5th Annual Blowout". "Our purpose in throwing this wing ding," the broadside kidded, "is not to show you how much we appreciate your business (which we do), but to dupe you into thinking we are nice people and know our business — and into continuing to pay our fantastic prices — at least until we've paid off the mortgage." Printed label on the firecracker mailing tube said it was mailed by "Wham & Sons, Ltd." (division of The Gilson Press).



□ LARGE-VOLUME MAILERS have received a handbook from Inserting & Mailing Machine Co., titled *Operating and Maintenance Handbook of Inserting and Mailing Machine*. Sixty-four pages of maintenance information and helpful operation suggestions to speed up mailing room production. It has over 70 photos, charts and diagrams. With the issuing of the handbook, Inserting & Mailing Machine Co. is asking business-



men to help them solve a record problem. Shortly after the company went into production over 25 years ago, fire destroyed the plant and most of their records. Contact was established with most of the early owners, but a few remain unknown. They're interested in contacting these "lost" early owners. If you have any information, Inserting & Mailing Machine Co. would appreciate hearing from you. Write to them at Phillipsburg, N.J.



□ DIXIE ELECTROTYPE CO., Nashville Tenn. tells their story in an interesting booklet titled *Through This Door*. On the occasion of moving to a new building, the story pays tribute to their old one . . . showing the progress of Dixie since 1903. As Dixie President John M. Dean explains it: "When a business has occupied one building for nearly half a century it's mighty hard to close the door without a backward

glance — even when you're moving into new and larger quarters." *Through This Door* gives a nostalgic backward glance not only at Dixie's old building, but at historical memories of the time as well.



□ A SWELL JOB IS BEING DONE by the Canadian Government Travel Bureau to promote Canada in conjunction with the NIAA Montreal Conference on June 14th to 17th. Travel Bureau director D. Leo Dolan sent a processed letter to NIAA members expecting to attend the Montreal meeting . . . expressing the bureau's desire to make NIAAers' stay in Canada as enjoyable as possible. A Beautiful 48-page booklet describing Canadian points of interest went with the letter. Titled *Canada, Vacations Unlimited*, the booklet shows every province in full color pictures. Very inviting. If you're undecided where to spend your vacation this year, we suggest that you write to the Canadian Travel Bureau in Ottawa and ask for a copy of the booklet.



□ A PERFECT POSITIONING SCALE is the newest innovation in Remington Rand's Standard Typewriter. The scale was developed by a typing teacher to eliminate margin mathematics for accurate centering and balanced margins. Exact center of the scale is zero, with equally increasing numbers on both sides. Operator can set both margins at 30, for example, without moving the carriage. A Perfect Positioning Brochure explaining the new device is available by writing to Remington Rand, Inc., at 315 4th Ave., New York 10, N. Y.



□ COMMERCIAL BANKS in New York State can now use the word "savings" when soliciting accounts. They had been denied this privilege under a New York State banking regulation. The regulation was set aside by a recent ruling of the U.S. Supreme Court. The decision came as the result of a 14-year battle fought almost single-handed by our neighbor, the Franklin National Bank of Franklin Square, Long Island.



□ CONGRATULATIONS to the Public Information Department of The Travelers Insurance Companies, Hartford, Conn., on their 20th edition of highway safety booklets. Fourteen top-flight cartoonists contribute to this year's booklet, *The Passing Scene*. We particularly liked department manager Harry Barsante's treatment of the news releases accompanying the booklet. He makes it clear that "Nothing in the



...papers with a  
striking new look  
that produce  
brighter, cleaner  
copies!



## Hammermill's NEW BLUE-WHITE DUPLICATING PAPERS for mimeographing and spirit duplicating

It's great news for users of office duplicating machines! These improved Hammermill papers have a sparkling new blue-white brightness that gives them more eye appeal than ever before. And with all their other outstanding features, performance-wise they have no equal. On your own office machines they'll provide fast, trouble-free runs, produce sharper, cleaner copies—and

more of them! And your printer can supply them. He'll help you choose the right Hammermill duplicating paper to meet your particular requirements. And he'll also suggest colorful printed headings that win extra attention for your duplicated messages. See him soon. Meantime, write for samples to Hammermill Paper Company, 1621 East Lake Road, Erie 6, Pennsylvania.



### HAMMERMILL MIMEO-BOND AND HAMMERMILL DUPLICATOR

With its new *blue-white look*, famous HAMMERMILL MIMEO-BOND produces truly outstanding reproduction jobs. Its exclusive air-cushion surface enables it to absorb mimeograph inks more rapidly, without smudgy set-off—to produce 5,000 or more clean, legible copies from a single stencil. New *blue-white* HAMMERMILL DUPLICATOR will turn out brilliant copies—that retain their brightness—on *either* spirit or gelatin-type machines. Both papers come in a wide range of handsome colors as well as the new blue-white.



### WHIPPET MIMEOGRAPH AND WHIPPET DUPLICATOR

ASK YOUR PRINTER TO SHOW YOU HOW PRINTED HEADINGS FURTHER IMPROVE DUPLICATING PAPER'S APPEARANCE AND UTILITY.

No matter what type of material you reproduce on your machines, it can be more effective with printed headings. Ask your printer to show you how reports, price lists, sales letters, charts, bulletins all become more arresting, and easier to prepare, with the proper masthead.



WHIPPET MIMEOGRAPH has been given a sparkling new *blue-white look*. WHIPPET DUPLICATOR is a *brand-new* Hammermill paper—also made in a blue-white that commands attention. Both are an excellent value where looks of a job must be kept up and paper costs kept down. And both have uniform quality that is unusual at such surprisingly low cost.

**HAMMERMILL**  
**Duplicating**  
**Papers**



LET US, WITHOUT OBLIGATION TO YOU, RECOMMEND TESTED AND PRODUCTIVE MAILING LISTS OF MAIL ORDER-MINDED PROSPECTS.



WILLA MADDERN, INC.

Charter Member National Council Mailing List Brokers

OREGON 7-4747

215 4TH AVE. • NEW YORK 3, N.Y.

There's only  
One  
DICKIE-  
RAYMOND

DIRECT ADVERTISING  
and

SALES PROMOTION  
for 33 Years

★  
Planning  
Writing  
Production



521 FIFTH AVENUE  
NEW YORK  
SHERATON BUILDING  
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BOSTON

## Short Notes

CONTINUED

booklet, *The Passing Scene*, is copyrighted. You are welcome to quote the facts and figures or reproduce the illustrations with or without credit." Single copies or quantities of the booklet can be obtained as long as supply lasts by writing to John O'Brien, The Travelers Insurance Companies, Hartford.

gerald, chairman of the board of Dancer-Fitzgerald-Sample, Inc., New York; Lawrence Valenstein, president of Grey Advertising Agency, Inc., New York; and Mr. Gamble.



□ REMEMBRANCE ADVERTISING is given top-flight importance with the new annual report of Brown & Bigelow, St. Paul, Minn. The report is a magnificent job . . . printed mostly in gold with sparkling layout and design telling the story of how 200,000 firms are served by remembrance advertising. The B & B 58th report also presents some interesting historical data on calendars . . . tracing their progress from ancient Babylonian days to the present.



□ AN "UPSIDE DOWN" STENCIL for varityping has been designed by the Gestetner Corp., Yonkers, N. Y., duplicating machine manufacturers. New arrangement permits the stencil to be posi-



□ THE INSIDE STORY OF THE LIST BUSINESS is an unusual and commendable booklet. It is a compilation, or collection, of the most interesting items which have appeared during the past several years in the advertisements of Names Unlimited, Inc., appearing in *The Reporter*. These advertisements have received nation-wide attention and the booklet is a logical followup. In case you didn't get a copy, write to Arthur Martin Karl, president of the above company, at 352 Fourth Ave., New York 10, N. Y.

tioned "head first" . . . eliminating the awkward positioning experienced by operators who have to feed stencils from the front of the Varityper.



□ SAN FRANCISCO'S LARGEST SINGLE MAILING was carried out on March 26 by Western Empire Direct Advertising Co., 612 Howard St., San Francisco 5, Calif. An armored car was used to carry the postage cash to Frisco's Rincon Annex Post Office where the mailing was made. While the postage bill came to \$15,150, the mailing itself was worth \$1,300,000. It consisted of 3,400,000 envelopes containing 10 million "Brands You Know" discount purchase coupons . . . mailed to Pacific Coast homes. Western has also handled other mailings for the group products couponing plan of three million pieces to Mid-western, Easter and Southern Markets. The "Brand You Know" spring campaign calls for another 200,000-piece mailing that will be released on the 18th of this month.

□ A "TELE-KIT" for telephone operators is being distributed by Mercury Service Systems, Inc. (messenger service), 461 Lexington Ave., New York 7, N.Y. The kit includes pads for recording phone messages, pencils and other material for switchboard operators. Mercury v.p. Irving Seiden reports that requests for the kits have been coming in steadily. He'll be glad to send a kit free of charge to any phone operator who'd like one. Phone Lexington 2-6000 or write to Mercury at the above address.



□ A FAMILY BUDGET GUIDE was mailed to loan prospects by Acceptance Corporation of Florida, 480 N. Orange Ave., Orlando, Fla. A cardboard slide rule shows how much should be allowed for each expense in proportion to gross income. Letter sent with the guide explains that Acceptance Corp. will help plan your budget and will furnish the money to pay accumulated bills or unexpected expenses, etc. Makes a good mailing, and advertising manager R. E. Wolf reports that the guide is very popular with ACF customers and prospects.



□ THAT CRAZY MOTTO IDEA seems to be spreading. Frederick E. Gymer, 2123 E. Ninth St., Cleveland 15, Ohio, started it some years back . . . and his monthly letters about Joe, the parade horse, with accompanying mottoes, are being used by many local enterprises around the country. We have just heard that Fred has made some sort of a tie-up with the three fellows at Atlantic Advertising, Inc., 24 S. North Carolina Ave., Atlantic City, N. J., who are promoting a syndicated series of Blot-O-Mottoes (monthly calendar blotters with one of Fred Gymer's crazy mottoes). For samples, write to James Dooley at Atlantic Advertising.



□ THE MIDWEST is given a *Holiday* magazine type of treatment in a new external h.m. published by Inland Steel Co. (Chicago 3, Ill.). It's called *Inland*. First three issues we saw were wonderful pictorial spreads on midwestern life. The covers are brilliant . . . pen and ink drawings in black and white depicting typical midwestern scenes. Also . . . no long winded technical articles on steel production. Stories about steel and Inland Co. are written with human interest slant appealing to consumers. As the blurb inside the cover of the first issue promises: "We promise not to run the commercials between the lines of feature stories. You'll know when we're making our pitch and we hope you'll find it interesting and helpful." The entire contents of *Inland* is interesting and helpful as far as we are concerned.

(Continued on page 42)

# SKID ROW

... the busier  
the better for  
folks who specify  
**Garden City**  
Envelopes



Millions of die-cut envelope blanks stacked on skids in skyscraper-like tiers—like those above—are convincing evidence of G.C.'s ability to produce better envelopes at realistically reasonable prices.

**Specialists in Envelopes and Outstanding Service**

- Correspondence & Social
- Remittance
- Postage Saver & Window
- Special Returns
- Open Side Booklet
- Open End Catalog
- Air Mail & Business Reply
- Office Uses & Mailing

THE HOUSE OF ENVELOPES...AND ENVELOPE IDEAS!

**GARDEN CITY ENVELOPE CO.**

3001 N. Rockwell St. • Chicago 18, Illinois • Phone CORnelia 7-3600

**GET THE FACTS!**  
**PHOTO-ENGRAVING COMPLETELY EXPLAINED TO THE LAYMAN**

  
\$2.00 per copy

And don't forget Horan's "around the clock" service whether your problem is black and white, b&w or color process.

Now—"brush-up" with this modern, complete and fully illustrated guide to correct photo-engraving methods. 108 pages—lavishly illustrated in black and white, and color

**HORAN ENGRAVING COMPANY, INC.**  
44 WEST 28th STREET, NEW YORK 1, N. Y.  
Tel. MU 9-8585 • Branch Office: Market 2-4171

Please send me (prepaid) \_\_\_\_\_ copies of your 108 page revised book, "The Art and Technique of Photo-Engraving."  
My check for \$\_\_\_\_\_ is enclosed.

Name\_\_\_\_\_  
Street\_\_\_\_\_  
City\_\_\_\_\_ State\_\_\_\_\_

**LOOKING FOR  
A LARGE NUMBER OF  
THE TOP 10%  
IN WEALTH, INCOME  
AND INTELLIGENCE**

Men and women at home addresses—where you can get a crack at BOTH. Everyone a mail order buyer of highest quality. For more Buicks, Cadillacs and Olds than Fords, Chevies and Plymouths. All with high pride of ownership. Nice homes. Fine lawns. Beautiful gardens and many estates.

Write for complete rental information, giving your residence post office or name of smaller town where you know everybody, so we can show you the type of person on the list.

Offer strictly limited to users and officers of highest character. Once-a-month use only.

KezaK, 147 So. Lyon St., Batavia, N. Y.



**Respons'N-Blotter**  
*increases REPLY-CARD RETURNS!*

The RESPONS'N-BLITTER can be used on business reply cards, addressograph reply-cards and bring it to your prospect's fingertips every time he uses the blotter.  
• SELF-MAILER  
• ONE LINE ADDRESSING  
• Write for sample!  
For details, Whitehall 3-6249

THE OTHER SIDE IS A BLITTER  
RESPONS'N-BLITTER • 10 Hanover St., N.Y. 5

**Questions & Answers  
About Direct Mail**

This new booklet contains proven selling ideas. Write for your copy.

**EDWARD W. OSANN**

175-35 83rd Avenue, Jamaica 32, N. Y.



by John P. Riebel

# TO "DEAR" OR NOT TO "DEAR" THAT IS THE QUESTION!

(SALUTOPENINGS and COMPLIENDINGS)

DON'T YOU get sick and tired of having to write or dictate "DEAR" Mr. Jones when you know good and well that Jones is a first class stinker; or having to start your letter with "Dear Sir" when you don't know if a "he" or a "she" will have to answer your request? Don't you?

Well, what *are* you going to do about it? Are you a man or a mouse? Are you going to continue to be hide bound by tradition and convention? Are you going to continue to use these old stereotypes which make St. Valentine an accessory to your crime — or are you going to be brave and bold, and trim out of your business letters these bewhiskered meaningless bromides that annoy you and do nothing whatsoever to get your letter off to a flying start?

Which, then, will it be — "DEAR" St. Valentine, or modern, up-to-date, speedy, friendly SALUTOPENINGS, which *salute* your reader (as you should) and at the same time get your message off to a friendly, forceful *opening*?

Interested, hmmm? Then how about trying some of these SALUTOPENINGS on for size:

## 1. SALUTE YOUR READER JUST AS IF YOU WERE TALKING TO HIM:

Good morning, Mr. Mahoney —  
Greetings, Mr. Bennett!

Hello, Mr. Smith . . .

How are you, Mr. Boget?

(Notice how the punctuation can be varied to suit the feeling of the occasion. No longer are you limited to the conventionally correct COLON. Now your punctuation can truly be your gestures in your writing. It is personal, not formal, stereotyped, conventional, meaning'ess).

Yes, Mr. Stevens,

I agree with what you said in your letter of December 1. Your report was superb. (Then continue with what you have to say. You've started your letter rolling. What more can you expect of your opening? It has done the one job it was supposed to do!)

No, Mr. Reed —

There is *no* prospect of a price increase before the first of the year. It is very doubtful if there will be an increase even then . . .

## 2. START YOUR LETTER WITH "THANK YOU" OR WITH SOME VARIATION OF THIS OPENING:

Thank you, Mr. Barnes!

Thanks a lot, Joe —

Your graciousness, Mr. Clark, is more than appreciated by all of us here in the office.

It is a pleasure, Mr. Burton, I assure you, to be able to answer your questions about . . .

I'm delighted, Mr. Paul!

The material you sent was just what I needed to complete my report. It was very considerate of you, Mr. Dean . . .

**NOTE:** The possibilities of this type of letter opening are limited only by the imagination of the letter writer. Try some of the dozens of friendly, forceful "appreciation-type" openings, won't you?

## 3. ACCENTUATE THE POSITIVE—ELIMINATE THE NEGATIVE:

Of course, Mr. Filsinger —  
The prints you requested are being sent today.

Here, Mr. Kennedy,  
are the duplicate invoices you requested.

Certainly, Dr. Grant!  
It is a pleasure to be able to send you . . .

Yes indeed, Mr. Reed . . .  
We are very glad to have your final bid on . . .

Congratulations, Mr. Moffat!  
In only three days, Mr. Schwarz,  
Your order will be ready for shipment.

## 4. ASK A PERTINENT QUESTION:

Will you, Mr. Reece,  
Please send me four copies of your latest refractory price list?

May I ask, Mr. Daly —  
How many square feet of tile will be needed for . . . ?

How much will it cost, Mr. Rhodes,  
to replace the lining in our three largest furnaces with Trojan . . . ?  
Can you help me with this problem, Mr. Heath?

What do you think, Mr. Gibson?

## 5. USE A YOU-WORD ALONG WITH YOUR READER'S NAME:

You know, Mr. Wheeler,  
It was very thoughtful of you to...  
Your order, Miss Clifford . . .  
... has been shipped complete, just as you requested.

You will be glad to know, Mr. Ferrel —  
Here you are, Miss De Armond!

Your request for credit, Mr. Jones, is receiving the careful consideration of our Credit Committee. You will know their decision in three days. In the meanwhile, we invite you to stop in our store and look over . . .

## 6. USE ANY OPENING THAT WILL CATCH THE FAVORABLE ATTENTION OF YOUR READER:

Listen, John —

What's the BIG idea of "leaving us waiting at the church?"

I stand corrected, Miss Kinman! You *did* send me a complete set of cards. Some were misfiled . . .

O.K., Dr. Graham . . .

You "twisted my arm," as the slang saying goes.

*This time*, Mr. Ajello,  
I *didn't* forget!

Sorry, Don . . .

I must have left out a part of the material I wanted you to read.

They say, Mr. Lynott,

Confession is good for the soul. If so, then mine is going to get a pretty thorough housecleaning, I assure you.

Here, Mr. Hoke . . .

. . . are the reprints which Professor C. R. Anderson of the University of Illinois requested me to forward to you.

What the heck, Cy,  
has happened to you?

Remember me, Mr. Jones?

I'm the person who wrote you on March 15 requesting . . .

There you have 37 friendly, forceful, modern substitutes for that old chestnut "Dear" — and nearly every one uses the person's name in some form. There is no better way to personalize your letters than by using your reader's name.

Now if some of them look a little queer or odd to you, just remember that any change from the standard, usual, or conventional will look a bit odd at first. Remember when Studebaker first came out with that usual post-war car when every other auto manufacturer kept the lines of the pre-war models? Remember how Studebaker was razed? Or Cadillac for those "two salmon swimming upstream looking for a place to spawn?" And now look at our 1953 cars!! All of them have taken several leaves from the style books of both Studebaker and Cadillac. The "queer" lines of yesteryear are the "accepted" styles of today.

Of course, you have to get used to

anything that's new. And the best way to get used to it is to use it daily — as often as you can. Soon these new SALUTOPÉNINGS will flow smoothly and naturally from your lips or your pen, and your readers will like you all the more for showing them that you are not a mousy "yes" man who has to start every letter with the meaningless "Dear," but that you are bold and brave, not afraid to buck ingrained tradition.

But what should you do when you are writing to a company? Be simple and natural:

### 1. START WITH THE SUBJECT OF YOUR LETTER:

This letter is a request for information. I want to order some parts from your company. Your account is now three months overdue. I want to work for your company!

### 2. ASK A QUESTION:

Will you please help me?

Would you check over my August invoices again to see if . . . ? What is the address of your New York office? May I have one of your credit application blanks to fill out?

### 3. MENTION THE NAME OF SOME PERSON OR THING FAMILIAR TO THE COMPANY:

Mr. Asher Shaw, my next-door neighbor, has suggested that I write you . . . Mr. Cleo A. Brown at General Motors Institute — — has recommended your company . . . Today's Los Angeles *Times* . . . . . . carried an advertisement for . . .

There really isn't any trick to it at all. Just start right off with something interesting or important, and then keep your letter rolling. The person who gets your letter won't care if you didn't use the conventional salutation, "Gentlemen." If you start with something interesting and important, he'll read your letter from beginning to ending. Of that you may be sure!

Now that you have learned a brave new way of OPENING your business letters, let's see how you can bring them to a CLOSE in the friendly, forceful, modern way. There is an equally forceful way of complimenting your reader at the same time that you are *ending* your message — hence the new term "COMPLIENDING!"

### 1. CLOSE WITH A FRIENDLY, PERSONAL STATEMENT:

The next time you are in town, Miss Howe, please drop in for a visit. I'll write you again within a week, Mrs. James. It will be a pleasure to hear from you again, Mr. Billie. I hope you can send me these parts by December 15, at the latest.

### 2. END WITH A QUESTION:

Can you stop in for a conference at 3 on Monday, Bill? What do *you* think of this proposal, Mr. Neill? Is that quite satisfactory to your company? When can you send me these books?

### 3. CLOSE WITH A POSITIVE, CONSTRUCTIVE STATEMENT:

For only \$1.00, this booklet is well worth while, Mr. Ganz. Your order is scheduled to be shipped Friday of this week, Mr. Hammitt. Remember, Mr. Holberg: The pictures you'll enjoy tomorrow *must be taken today!*

### 4. CLOSE WITH AN EXPRESSION OF APPRECIATION:

Thanks for your cooperation, Mrs. Foy. I'm mighty glad to have this material, Charles. It was nice of you to give Bill White so much of your time, Mr. Blake. Your business is always appreciated, Mr. Shaw. It's always a pleasure to do business with the Blank Company.

### 5. STRESS THE YOUR POINT OF VIEW AS MUCH AS POSSIBLE:

Your orders will always get our prompt and careful attention, Mr. Rogers. Your company has never disappointed us — and I know you never will. Your service, like your products, just can't be beaten! They're TOPS!

### 6. CLOSE WITH A STRONG SALES APPEAL:

Hermosatile is the *BEST* that money can buy, Mr. Chiappino. May we hope that your next car will be America's finest — a CADILLAC! There is no better way of getting an education than "learning by doing" — the CAL POLY way!

### 7. USE ANY ENDING THAT IS SIMPLE, NATURAL, FRIENDLY, AND APPROPRIATE:

Our sincerest best wishes for continued good health, Mr. Hartmetz. It couldn't have happened to a better fellow, Lanny. My deepest sympathy to you in your hour of need, Mrs. Kerr. I'll be seeing you soon, Art. Any information that you care to send me will be greatly appreciated.

There you have 27 friendly, forceful, natural ways of ending your business letters — and not a single old-fashioned "Very truly yours" in the lot! These endings are made to fit the occasion, not cut to a stereotyped, conventional, meaningless mumbo-jumbo pattern that was established centuries ago.

\$

\$ *The Sprinkler System Company of Hollywood Had One  
Tested Mail Order Item. Smart Merchandising, Hitting  
The Markets Hard and Fast, Made It . . .* \$  
\$ \$



E. JOSEPH COSSMAN

## A MILLION DOLLAR MAIL ORDER SUCCESS

\$

by Dudley Lufkin, Field Editor

What makes a mail order success?

In last month's *Reporter* feature issue devoted entirely to the subject, mail order's leading experts proved how hard it is to answer that question. They proved there is no pat formula for mail order success.

But you can take a good product idea, test it locally, find you have a potential "winner" . . . then merchandise your findings into more than a \$1,000,000 sales in a year's time.

It was done exactly that way last year by the Sprinkler System Company, a new live-wire organization headed by E. Joseph Cossman at 6612 Sunset Boulevard, Hollywood 28, California. The company's product is a new type of home lawn sprinkler . . . a simple, light-weight, plastic device with a list price of \$2.50 (for 20 ft. length) and \$4.75 (for 50 ft. length).

Their first step on the road to a \$1,000,000 in mail order sales was an \$80 expenditure for a one-column, two-and-a-half-inch test ad in *The Los Angeles Times* — placed (of all times for lawn sprinklers) in November during California's rainy season.

After all the puns about their weather, the Los Angeles Chamber of Commerce would probably be delighted to know the small November ad pulled over \$900 in lawn sprinkler orders. Certainly Sprinkler System Company was . . . it meant they had a potential mail order "winner". And when the same ad pulled over 30% repeat orders, they were convinced of it.

"We were the first in the country to merchandise a product of this kind," Mr. Cossman told us, "and the problem then was to hit the markets hard and fast before competition set in."

Their first plan was for Sprinkler System Company to book all advertising and sell the sprinklers exclusively by themselves. But the product offered so many other channels of distribution, Mr. Cossman reconsidered and decided to offer mail order houses throughout the country first crack at it . . . then merchandise the sprinklers' sales success from there.

Without waiting for competition to grow under their sprinklers, they turned on a stream of powerful sales letters that flowed fast and steady as

50 FT. SPRINKLER WEIGHS 1 LB.  
This flexible plastic sprinkler can spray an area 15 ft. wide by 50 ft. long at average water pressure. Drape it over your hillside, twine it around your flower beds, shape it to any contour of your landscape; it'll do a perfect sprinkling job in any position! This durable sprinkler will not rot or mildew, even if stored wet! The spray is so fine it's gentle on flowers — a real water saver! Turn the valve and it becomes a soaker. Complete with brass connector. 20 ft. length \$2.50; 50 ft. length \$4.75, postpaid.

SPRINKLER SYSTEM COMPANY  
6612 Sunset Blvd., Hollywood 28, Calif.

1

To test mail order possibilities of their new lawn sprinkler, Sprinkler System Company ran this small \$80 ad in *The Los Angeles Times*. Although the ad ran during the rainy season, it proved the product had mail order potential by pulling \$963, and over 30% repeat orders. With mail order houses as the first market, a full scale merchandising campaign was developed.

water from their product. The letters were literally sprinkled with steamrolling sales success stories: first to mail order houses convincing them with results of the *Los Angeles Times* test success, then to jobbers convincing them with the mail order houses' success. Next, they made a test consumer mailing of their own.

Results of this mailing were so good, Sprinkler System Company sent letters to mail order houses once again . . . this time, convincing them to make an exclusive mailing to their own customer lists.

Integrated with the snowballing letter technique, Sprinkler System Company included a full schedule of promotional material. Mail order houses handling the product received reproduction proofs of various sized Home Sprinkler ads they could run under their own name. Protection from com-

petition was promised by Sprinkler System Company for any publication in which they chose to run the ads. Magazine advertising was booked by 43 mail order houses. The product appeared in almost every leading magazine from April to September, inclusive. Two large mail order houses divided the country equally and ran 32-inch ads each Sunday in most of the nation's metropolitan newspapers.

This mail order advertising was responsible for a large part of the sprinkler's jobber business. Every effort was made to establish a trademark by using a standard photograph showing a lawn being sprinkled and a hand holding the product. This identifying photo appeared in all advertising. Most jobbers immediately recognized the product from the standardized mail order ads they saw in consumer magazines. These job-

bers merchandised the sprinklers with Sprinkler System Company-supplied point-of-purchase displays, radio transcriptions, television film spots, and direct mail material.

*The letters shown on these pages tell the story of the amazing job they did to pave the way for all the promotion material. They were the backbone of a \$1,000,000 merchandising method. Take the time to read them.*

*What makes a mail order success?* The question is still hard to answer. But by following the same procedure they used in 1953, Sprinkler System Company's sales figures for the first three months of this year are well over last year's. Mr. Cossman is sitting on top of a tremendous customer list accumulated as a result of their direct mail methods. He's got a sharp eye searching for another consumer product.

If and when he finds it, chances are good that he'll merchandise that, too, into a million dollar mail order success.

**2**  
This letter was sent with a small reprint of the *Los Angeles Times* ad to 4,800 mail order houses telling them about the product's successful test and urging them to order. It not only brought in orders, but also helped to book more than \$80,000 worth of advertising through the mail order houses . . .  
Mail order houses handling the sprinklers received advertising reproduction proofs for either publication or catalog insertion. Sprinkler System Company protected any mail order house from competition in publications which they scheduled to run the ads.

**3**  
. . . Mail order houses handling the sprinklers received advertising reproduction proofs for either publication or catalog insertion. Sprinkler System Company protected any mail order house from competition in publications which they scheduled to run the ads.

**4**  
With complete coverage of the mail order field assured, Sprinkler System Company concentrated on jobber distribution. With rented lists, they mailed weekly letters such as this one to 75,000 jobbers. Several types of processed letters were tested . . .



### Sprinkler System Company

6612 SUNSET BOULEVARD - HOLLYWOOD 28, CALIF.  
PHONE HOLlywood 9-7289

Dear Buyer:

There are mail order items and mail order items . . . but here's one that's HOT! This one answers that age-old problem of watering the lawn with the least amount of time and effort.

And value? Imagine a Home Sprinkler System for only \$2.50. That's right . . . a 20 ft. Home Sprinkler is what your customers get for only \$2.50 post-paid. What a leader for your catalog!

And what a profit maker! The enclosed ad pulled more than \$900.00 . . . BUT IT ALSO PULLED OVER 30K REPEAT ORDERS! And it ran in November on a test!

The 20 ft. sprinkler lists for \$2.80 and the 50 ft. sprinkler lists for \$4.75. Your discounts off the list are:

12 or more sprinklers	50% F.O.B. Los Angeles, Calif.
144 or more sprinklers	50% Delivered (we pay freight)
268 or more sprinklers	50% & 5% Delivered (we pay freight)
720 or more sprinklers	50% & 10% Delivered (we pay freight)

Terms are 2/10/30 to well-rated accounts. All others cash with order.

If you want to run any ads, please let us know the publication and date . . . we'll see that no other mail order house runs in competition with you. Glossy photographs for your newspaper and magazine ads (and your catalog) furnished free.

Send us your order NOW, before the rush starts. We can make prompt delivery.

Sincerely,

SPRINKLER SYSTEM COMPANY  
  
Joseph Cossman  
President

EJC/vb  
Enc1.

### Sprinkler System Company

6612 SUNSET BOULEVARD - HOLLYWOOD 28, CALIF.

PHONE HOLlywood 9-7289

Dear buyer,

Here's the Home Sprinkler that everybody's reading about . . . and buying . . . for it answers the age-old problem of watering the lawn with the least amount of time and effort.

AND DOES IT SELL?

A Mail-Order House pulled 11% . . . yes, ELEVEN PERCENT . . . on a direct mailing to their customer list!

A dealer put the Home Sprinkler in his catalog of 98 items. The Home Sprinkler outpulled EVERY other item in the catalog . . . by two to one!

A house-to-house salesman averaged 8 sales out of every 10 calls made . . . and several of the sales were for more than one sprinkler!

This Home Sprinkler is racking up fabulous success stories . . . It sells in stores, mail-order, over the store-counters . . . at fairs and home shows . . . house-to-house . . . direct mailings . . . or thru any number of merchandising ways.

And best of all . . . we'll furnish PROVEN sales aids to you . . . printed ads, glossy photos, mats, samples of successful mailings, window displays, display cases, etc. . . . Just let us know what you need with your order. But hurry and get your order in . . . this is really the Top Item of the Year!

Sincerely,

SPRINKLER SYSTEM COMPANY

  
Joseph Cossman, President

P.S. The 20 ft. sprinkler lists for \$2.80 and the 50 ft. sprinkler lists for \$4.75. Jobber discounts off the list are:

Less than 1 gross 50% & 10% F.O.B. Los Angeles, Calif.  
1 gross or more 50% & 10% Delivered (we pay freight)

Terms are 2/10/30 to well-rated accounts. All others cash with order. We can make immediate delivery.

# Sprinkler System Company

441 SUNSET BOULEVARD HOLLYWOOD 18, CALIF.

TELE. HOLLYWOOD 6-7289

April 27, 1954

Dear Mr. Lufkin,  
Field Editor  
THE REPORTER OF DIRECT MAIL ADVERTISING  
226 Seventh Street, New York

Many thanks for your sample order, dated April 26, 1954  
covering three dozen Home Sprinklers.

The merchandise is being shipped to-day via parcel post.  
We believe our Home Sprinkler is perfect for your type  
of distribution, Mr. Lufkin, for we produce a  
Home Sprinkler in factory wound on its own individual  
steel storage reel and comes complete with an attractive  
five year factory guarantee card.

Last year we sold more than a half a million of our Home  
Sprinklers. This year we've added the FREE reel which makes  
the package doubly attractive for consumer satisfaction.  
If you require any further information, please let us  
know.

Sincerely,  
SPRINKLER SYSTEM COMPANY  
E. Joseph Coesman, President

P.S.  
Each Home Sprinkler is factory wound  
on its own individual steel storage  
reel and comes with its own individual  
five year factory guarantee card.  
Your discounts off list are 50% and 10%  
with Full Freight Allowed on orders for  
one gross or more.

Dear Mr. Lufkin:  
Field Editor  
THE REPORTER OF DIRECT MAIL ADVERTISING  
226 Seventh Street, New York  
April 27, 1954

When your name was placed on my desk this morning, it meant  
just one thing ... that your order for Home Sprinklers has  
not yet been received.

That tempts me to do the customary thing ... to write you a  
long letter, telling you how good our Home Sprinkler is and  
how we've sold over half a million of them. Just through  
accounts like yours. But you probably know what I'm saying  
so to save you time, we'll skip that part.

The important questions are: "Did we overlook anything  
when we sent you our sample and price quotations? Is there  
anything more we can do to justify your business? Is there  
anyone you'd like to do business with?"

Will you kindly let me know on the other side of this letter  
if we sincerely value accounts like yours, Mr. Lufkin, and  
would be proud to have you for a customer.

Sincerely,  
SPRINKLER SYSTEM COMPANY  
E. Joseph Coesman, President

P.S. Each Home Sprinkler is factory wound in its own  
individual steel storage reel and comes with its  
own individual five year factory guarantee card.  
Your discounts off list are 50% and 10% with Full  
Freight Allowed on orders for one gross or more.

Dear Mr. Lufkin, Field Editor  
THE REPORTER OF DIRECT MAIL ADVERTISING  
226 Seventh Street, New York

You know you're a clever merchandiser, or you wouldn't be  
in your present position. The literature we've been sending you on our Home Sprinkler  
the literature we've been sending you on our Home Sprinkler.  
We've sent you pictures of our Home Sprinkler on the lawn ...  
we've shown you how it grants water a hillside ... how it  
needs a perfect spray for narrow strips and pathways ... but  
as we've said ... you must have been too busy to notice.

So ... we're taking desperate measures now to attract your  
attention. This time Home Sprinkler is the one to buy.  
It now, you're usually too busy to notice.

And why are we so anxious to show you our Home Sprinkler?  
Because we know that once you see our product you'll place  
an order. Hundreds of other merchant before you have  
done so ... and their repeat orders substantiate their  
judgment.

Just attach the enclosed airmail label and be assured you made  
a wise move.

Sincerely,  
SPRINKLER SYSTEM COMPANY  
E. Joseph Coesman, President

Home Sprinkler is factory wound on its own  
steel storage reel and comes with its  
own individual five year factory guarantee card.  
Your discounts off list are 50% and 10% with Full  
Freight Allowed on orders for one gross or more.

# Sprinkler System Company

441 SUNSET BOULEVARD HOLLYWOOD 18, CALIF.  
PHONE HOLLYWOOD 6-7289

April 27, 1954

Dodley Lufkin, Field Editor  
THE REPORTER OF DIRECT MAIL ADVERTISING  
226 Seventh Street, New York

Dear Mr. Lufkin:  
You will find two return cards with this letter. One is  
already torn in half and ready for the waste basket.  
Here's why ...

Human nature is a funny thing. It is easier to Z-i-p  
a card in two and throw it away, than it is to fill out  
a card and mail.

That's why we've enclosed the extra card for our  
Fast-Selling Home Sprinkler ... and more profits ... on our  
Fast-Selling Home Sprinkler ... It has done so for hundreds  
of others before you in your type of business, Mr. Lufkin.

Mail the card to-day ... and you'll sell more in '54!  
Sincerely,

SPRINKLER SYSTEM COMPANY  
E. Joseph Coesman, President

P.S.  
Each Home Sprinkler is factory wound on its own  
individual steel storage reel and comes with its  
own individual five year factory guarantee card.  
Your discounts off list are 50% and 10% with Full  
Freight Allowed on orders for one gross or more.

Dodley Lufkin, Field Editor  
THE REPORTER OF DIRECT MAIL ADVERTISING  
226 Seventh Street, New York

Dear Mr. Lufkin:  
Did you ever drop a stone over the edge of a cliff, and  
wait for the echoing sound to come back to you? If  
you heard nothing at all, then your curiosity is really  
was aroused and you wanted to find out what was at  
the bottom of the cliff and how deep it was.

We are in the same position to-day ... but the stone we  
dropped in your direction March 20, 1954 and it was  
since then we have heard ... nothing.

Frankly, the sample Home Sprinkler was sent to you as  
per your request, and we're a bit puzzled as to why  
we haven't heard from you.

The enclosed literature describes this fast-moving product  
that we know your type to need it, keeping in mind  
designed the package into a self-selling, over-the-  
counter product.

Now that a second stone has been dropped in your direction,  
Mr. Lufkin, we will listen intently for the echo.  
When can we count on getting your order?

Sincerely,  
SPRINKLER SYSTEM COMPANY  
E. Joseph Coesman, President

P.S.  
Each Home Sprinkler is factory wound on its own  
individual steel storage reel and comes with its  
own individual five year factory guarantee card.  
Your discounts off list are 50% and 10% with Full  
Freight Allowed on orders for one gross or more.



**5**

... Jobbers who responded to the processed letters by requesting a sample order were followed up by a series of auto typed letters. These "personalized" follow-ups turned many sample requests into large orders. With the orders, jobbers received point-of-purchase, radio, TV, and other promotional aids.

- a.** Sent as acknowledgment of sample order
- b.** Sent one week after letter a.
- c.** Sent one week after letter b.
- d.** Sent one week after letter c.
- e.** The last (and kinda desperate) attempt to get the order!!



### Sprinkler System Company

6612 SUNSET BOULEVARD - HOLLYWOOD 28, CALIF.  
PHONE: HOLlywood 9-7289

April 14, 1954

Dudley Lurkin, Field Editor  
The Reporter of Direct Mail Advertising  
221, Seventh Street  
Garden City, New York

Dear Mr. Lurkin:

We didn't believe it! In fact we asked our book-keeping department to re-check the figures. Here's why, Mr. Lurkin.

The enclosed test mailing went out to 5000 "Occupants" and 5000 regular mail-order buyers. After 12 days we enjoyed the amazing pull of 5% on the occupant list and ELEVEN PER-CENT on the regular list.

AT AN AVERAGE OF \$4.16 PER ORDER!

You'll note the mailing piece is simple and inexpensive. The circular and letter are printed on an off-set press. No costly plates or artwork are necessary.

We'll be glad to furnish a reproduction proof, ready to shoot, of the circular. No obligation or cost to you, of course.

Just pencil your request at the bottom of this letter and remail it to us in the enclosed reply envelope.

Sincerely,

SPRINKLER SYSTEM CO.  
*E. Joseph Rosman*  
E. Joseph Rosman, President  
D.M./m  
Enc.

P.S. And orders from both lists on the test mailing are still coming in!

-----  
S.K. Joe: Send me the reproduction proof.

(Signed) \_\_\_\_\_

A photo showing a lawn being sprinkled and a hand holding the product established a trade mark which appeared in all advertising. Circulars such as this one backed up most of the letters. Customers also received a continuous stream of folders, bulletins and sales reminders employing the same product identification.



### Sprinkler System Company

6612 SUNSET BOULEVARD - HOLLYWOOD 28, CALIF.  
PHONE: HOLlywood 9-7289

A Dear Friend

Of course actually enjoyed having his lawn watered the old fashioned way ... that is - standing outside holding a hose for an hour or more.

That's because his wife takes care of the lawn and garden!

So if the job of keeping your lawn beautiful is YOURS ... the NEW Home Sprinkler was made for you.

Take a moment to read the enclosed circular ... then don't wait a moment ... clip the order blank ... use the postage-paid envelope ... and get YOUR Home Sprinkler by return mail.

The Home Sprinkler will save you lots of time and money!

Sincerely,

SPRINKLER SYSTEM COMPANY  
*Lee M. Milton*  
Lee M. Milton  
Sales Manager

LLM/efft

P.S. Our friend's wife is very glad she ordered hers.

**6**

Direct-to-consumer mailings by Sprinkler System Company also helped to rack up the \$1,000,000 in sales. This processed letter and circular was mailed to 5,000 homes on an occupant list, and also tested on an active list of customers obtained

from a leading west coast mail order house. Both mailings went to the same cities at the same time. While the occupant list pulled \$803.75 in orders, the list of mail order buyers doubled it . . . bringing back a total of \$1616. This opened up still another channel of merchandising . . .

**7**

... Using the processed consumer letter as an insert, Sprinkler System Company brought the results of the consumer mailing test to mail order houses' attention with this personal letter. It prompted mail order houses to conduct several exclusive mailings to their own customer list . . . and in turn, brought back more orders.


**8**

MAIL THIS COUPON TODAY! MONEY BACK GUARANTEED  
I list my Name and Address here:  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_  
Zip \_\_\_\_\_

# GRIPES of the MONTH

• One fellow claims the Post Office wastes time and money on silly regulations. He submits a card (Form 3459) received from the Miami, Florida, Post Office asking him to send 1¢ in "loose stamps" to retrieve a post card which some friend mailed to him with insufficient postage. It cost him 3¢ and his envelope to mail the 1¢. Why couldn't the Post Office in Miami send the original card through with "postage due" . . . and save all the time and money?

• While the Post Office Department is making claims of more "economical" operations . . . it continues to employ some absurdly extravagant techniques. Editors and trade association executives have been receiving a flood of press releases from the Department. Sometimes two or three a day in different envelopes. And WOW . . . the envelopes!!! One irate editor, perhaps burned up with the prospect of increased rates, showed us two examples received in the same mail. Two single  $8\frac{1}{2}'' \times 11''$  mimeographed sheets in a thick manila  $9\frac{1}{2}'' \times 12\frac{1}{2}''$  envelope. The other piece was a three sheet release in a  $10'' \times 15''$  manila envelope. Good public relations, if not economy, would dictate ganged releases in smaller envelopes.

• Another griper wants to know why advertising agencies and public rela-

tions counselors continue to waste money on their press releases by enclosing  $8'' \times 10''$  glossies which necessitate large envelopes and cardboard stiffeners. Editors (if interested) can just as easily use a smaller (and cheaper) glossy which can be mailed in a No. 9 or No. 10 envelope.

• A leading creative producer who has won many awards for distinctive creations will be in dutch with the Post Office for a piece mailed last month. It was a self-mailer with window die cut to show address on inside return card. But there was another die-cut under corner card to show part of inside illustration and tie-in with outside teaser caption. Post Office regulations allow only one die-cut on a window-type mailing piece. So be careful.

• Many gripes this month against big mailers who send duplicates or who won't change address when notified. But those are sometimes unsolvable problems. One irate correspondent sent us twenty-two (22) identical pieces received in the same mail from one of the country's largest research organizations. (Four days later, three more of the same identical pieces were received.) The mailer evidently rented twenty-five or more lists. They claim it doesn't pay to weed out duplications. But this practice certainly weakens

## HOW YOU CAN

. . . with this 7-POINT

AND **BOOM**

Your direct mail today must work hard . . . every advertising dollar yield maximum. The program of the DIRECT MAIL ADVISOR will help you *sell your products — cut selling costs, boost sales . . .*

### 1. NEWSLETTERS—

Twice-a-month newsletter brings you hot off-the-press news and ideas you can use.

### 2. RESEARCH REPORTS—

Four scientific, practical research reports full of "how to" information that will save you real dough, prevent costly mistakes and help you step up sales . . .

### 3. CASE STUDIES—

Case histories of actual direct mail test with exact returns, sales, costs, specifics . . .

### 4. CIRCLES OF INFORMATION—

80 direct mail specialists ready to give you counsel and advice on your own direct mail pieces . . .

ONE SINGLE IDEA can easily repay you . . .

All For Only

\$ 4.00



For finding the first practical use for a hole in the head . . .

**The D.M.A.A. SAYS: H**

# ART WORK BY MAIL



# AN INCREASE SALES

## DIRECT MAIL SERVICE

# COST PROFITS

in ever! You know why. You must make sales volume. Let the tested, well-rounded SING ASSOCIATION help you to move our profits.

ound and tested counsel telling you how st methods for top results . . . with these

### 5. THE REPORTER OF DIRECT MAIL ADVERTISING

Your full year subscription is included in your membership . . .

### 6. LIBRARY

The most complete direct mail library in the world plus over 2,000 portfolios of prize winning Best of Industry campaigns—selections sent to you for your examination at no cost except shipping charges.

### 7. MEETINGS

WORKSHOPS on specific problems and fields . . . DIRECT MAIL DAYS held throughout the country . . . ANNUAL CONVENTION brings you a treasure house of ideas and programs you can use all year.

lest membership dues many times over.

per month

To let you "sample" just one part of the 7-point DMAA program, we will send you FREE the first in a series of actual Case Study reports . . . bringing you, briefed for quick reading, all the facts on a test of self mailers vs. letters—nothing held back, you get the exact returns, costs and details. Write today for your free copy and the story of how the DMAA can help you.

George V. Rumble, Managing Director  
DIRECT MAIL ADVERTISING ASSOCIATION  
381 Fourth Avenue, New York 16, N.Y.

OFF TO RAY LUFKIN

the effectiveness of direct mail. The other gripe is even harder to answer. One fellow moved . . . and prepared several hundred form notices which he conscientiously mailed to everyone sending him anything by mail. But the big mailers of third class didn't pay any attention . . . and he was sore. We tried to explain to him that the big mailers had evidently used rented lists and when they got his notice they couldn't trace back to find what lists it applied to. Sometimes it doesn't even help to have the addressing proof . . . for many stencils or plates look alike and are uncoded. It's a headache which causes many gripes.

among the mail order sellers (not the big catalog houses). The result of this check is anything but encouraging. Maybe they are all getting too much business . . . but if that's the case they will have to put in new systems for speeding up the handling of orders. We were interested in a report of a new system at Spiegel's in Chicago. They installed new equipment called "Multi Sorts", a Remington Rand product. Metal racks mounted on wheels which run along metal rails. Each unit has 175 dividers. Has speeded up sorting, record keeping and order filling tremendously. Some of you fellows who are taking too long to fill your orders should get the dope on all the new systems.

• A friend of ours is making an independent, private survey of the operations of some of the stamp dealers. He has been answering the small-type ads of stamp dealers who offer booklets either free or for a small charge. He has received stacks of replies. Along with booklets he gets unordered collections of stamps which he is asked to return or pay for. He is holding . . . and watching the follow-up duns. He is burned up at the practice and thinks something should be done about it since thousands of those affected are youngsters who don't know their way around. Legitimate stamp dealers are agin the practice . . . but can't seem to stamp it out. Any suggestions?

• There is considerable grumbling over the delay by some mail order houses in answering inquiries or filling orders. We have received some very bad examples. And it is not good for direct mail selling. One of our friends is making a buying check

• Gripes continue about the way newspapers and others are taking cracks at direct mail. Scripps-Howard papers are still running editorials about "junk in the mail," with most of the attack focused on Simplified Addressing. One Sunday newspaper supplement recently carried a big feature on the problems of getting off "sucker lists." The *Oregon Labor Press* recently ran a thoughtless editorial against "cheap circulars in your mail box." Union members were urged to protest and to send the advertising back to the originators at the advertiser's expense. We suppose the union editorial writers do not realize that in attacking direct mail they are possibly hurting union members in the graphic arts field.

• We can't give the details on one bad report . . . until we get more



# SO

you're faced with rising costs . . . heavy mailing expenses . . . expensive help for your addressing. Yet, you must get out your mailings.

## WHAT'S

to be done? Look into Carbo-Snap. It can be the answer to all of your addressing problems. For, with your present typewriter, and your present typist, plus Carbo-Snap you'll have the solution to all of your addressing problems. Is Carbo-Snap

## NEW?

Yes, and it's made addressing news. You'll get the complete story of Carbo-Snap by getting in touch with us promptly.

Department No. 5



### FULL COLOR POSTCARDS for less than 1¢ apiece!

★ Made direct from your transparency, Crocker's full four-color postcards with their exclusive Mirro-Krome finish are ideal for direct mail, dealer promotions and many other uses. Write today for free samples and price list.

Department R-5

H. S. CROCKER CO., INC.  
SAN BRUNO • CALIFORNIA

### Ralph E. Harris Associates

• Hoover letters • Addressing  
• Photo-offset printing •  
• Multigraphing •  
• Addressograph Plates Embossed •

914 Walnut Street, MARKET  
Philadelphia 7, Pa. 7-7152

facts. But it appears to be true that in one post office at least the carriers (or somebody) have deliberately destroyed or refused to deliver several mailings under Simplified Addressing. The advertiser, alarmed at no response, went to the trouble and expense of making a spot check on a large percentage of the people on the list. None had received the piece in question. If any *Reporter* readers have had similar trouble, please send us the documented facts. Also send us any evidence of serious delays in third class mail.

on both the left and right hand margins. It couldn't have been made to look much dumber.

• Let's Start a Crusade against all the characters who bring discredit on direct mail by putting "personal" or "very important" on mailing pieces. This past month we have received numerous complaints and examples. A publisher of corny sex books puts a simulated handwritten "personal" on the envelope containing lurid printed matter. A promotor of cosmetics and beauty treatments emphasizes "personal" on the envelope containing shoddy processed sheets. Another overly enthusiastic promoter has "very important" on a double mailing card offering a far-from-important proposition. Wouldn't it be a good idea if all of us who receive such bunk sent the pieces back to the originator with a protest against this unorthodox method of attracting attention?

• Speaking of Unorthodox Attention-Getting, a number of readers sent in examples of what they considered a "new low". A metals supply house in Brooklyn, N.Y., made a mailing in a dark bordered envelope. Inside, a french-fold sympathy card simulating the format usually employed in sending messages to relatives of the deceased. It contained the usual script wording, "Thinking of you with understanding and sincere sympathy." Under that the name of the advertiser. The balance of the copy attempted to tie in with the abortive theme . . . that anyone who didn't handle his metal inventory properly deserved deepest and heartfelt sympathy for the loss sustained. No wonder some people get the idea that direct mail . . . stinks.

### WE-WE-ITIS

A current solicitation letter starts off with all the earmarks of we-we-it.

*Heading:* "We are having a birthday — but we plan to give you a present!"

*First paragraph:* "This year marks our tenth anniversary! We are planning a free gift for you — a gift that excites us and we hope will be of priceless help to you."

Wouldn't it be better if the writer could be more concerned with you—it is?

FIRST AND MERCHANTS  
NATIONAL BANK OF RICHMOND

**Picture This Bank  
Right In YOUR  
Neighborhood Shopping Center!**

With this picture in mind, look for the new First and Merchants branch the next time you go shopping. You'll find it right in your neighborhood on the Petersburg Pike near Hopkins Road.

Just look --- because when we open our doors on March 1 it's going to be just that easy to make your payments to your Vacation and Christmas Clubs - cash checks - make savings account deposits. You will even be able to pay your utility bills at your friendly First and Merchants branch --- at the same time that you attend to all your other banking needs --- at the same time that you do the family shopping. Isn't this the picture of convenience?

We sincerely hope that you and your entire family will drop in to see us on opening day, to meet the staff, to see for yourselves Richmond's newest modern bank.

We are enclosing an advance copy of the ad which will announce the official opening of your Petersburg Pike branch. When it appears in the Richmond newspapers it will be a reminder to you that the bank you "pictured" in your neighborhood shopping center is open and ready to serve you in all your banking needs.

Sincerely yours,

*R. T. Marsh, Jr.*

Robert T. Marsh, Jr.  
President

A FRIENDLY BANK IN EVERY NEIGHBORHOOD

1. Main Office—8th and Main  
2. Broad St. 3. Highland Park 4. Westhampton 5. Westover  
6. Petersburg Pike 7. Williamsburg Rd. 8. Leleads

FIRST AND MERCHANTS  
NATIONAL BANK OF RICHMOND

**A Personal Checking Account**

**Will Save You A Lot Of DIGGING  
At Income Tax Time...**



If all the time you spend digging up old receipts this time of year were spent digging in your own garden, you'd have quite a bit of lettuce, wouldn't you?

Yes, time is money to most of us, and it's a pity to waste so much of it when a First and Merchants personal checking account all but makes out your tax return for you. Your canceled checks are the best receipt in the world. Your check stubs give you a complete record of spending - - medical expenses, charitable contributions, travel expenses - - right at your finger tips.

And, by the way, every time you write a tax deductible check, if you will mark the stub with a star, it will make it even easier to spot those money-saving items!

Act now. Come in to the friendly bank in your neighborhood shopping center and open your checking account today. Never again will you wonder if you've forgotten an important deduction - - never will you lack absolute proof of payment should you be called upon to produce it.

There's nothing like a personal checking account to save you time, money and worry at income tax time!

Sincerely yours,

*R. T. Marsh, Jr.*

R. T. Marsh, Jr.  
President

A FRIENDLY BANK IN EVERY NEIGHBORHOOD

1. Main Office—8th and Main  
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6. Petersburg Pike 7. Williamsburg Rd. 8. Leleads



MEMBER F.D.I.C.

**CAN BANKS  
USE GADGETS?**

According to E. F. Rodgers, Jr., assistant cashier and manager, Petersburg Pike Branch, First and Merchants National Bank of Richmond, gadget letters have worked very well for Virginia's largest and Richmond's oldest bank.

The letter on the left is one of two letters sent out for each of the five new branches recently opened in Richmond. The other two were straight selling pieces to all names on the bank's list. They were prepared by the bank's advertising agency, Cagill and Wilson, in Richmond.

First and Merchants recently completed the installation of a 75,000 Speedamat unit which is steadily increasing in size. Mailings to the general and branch lists approximate 500,000 pieces annually. All mailings tie in to newspaper, radio and television advertising.

It is reported that the gadget mailings were very well received.

FIRST AND MERCHANTS  
NATIONAL BANK OF RICHMOND



**You Can  
Put The HAMMERS To Work  
With A Convenient  
Home Modernization Loan...**

It's really simple to give your home that face-lifting it needs with a low-cost, long-term home modernization loan from First and Merchants. You can get the work done right and enjoy the comfort and pleasure of that additional room, new playroom in the basement or screened-in porch while you are making the small monthly payments along with your other household expenses.

As a matter of fact, improvements of this kind not only increase the pleasure you derive from your home... they increase the value of your property and become one of the best investments you can make.

Why not drop by and talk over your plans for improving your home with the manager of your First and Merchants neighborhood bank. His friendly advice and assistance can put the hammers to work on your home.

Sincerely yours,

*R. T. Marsh, Jr.*

R. T. Marsh, Jr.  
President

A FRIENDLY BANK IN EVERY NEIGHBORHOOD

1. Main Office—8th and Main  
2. Broad St. 3. Highland Park 4. Westhampton 5. Westover  
6. Petersburg Pike 7. Williamsburg Rd. 8. Leleads



Some Thoughts About

# INDUSTRIAL DIRECT MAIL

## HOW TO PLAN DISTRIBUTOR COOPERATIVE CAMPAIGNS

On April 14, 1954, this reporter traveled to Boston to participate in an all-day shirtsleeve seminar sponsored by the Boston Chapter of the National Industrial Advertising Assn.

Our job was fairly easy (on a complicated subject) because it only involved chairmaning a panel of four well qualified experts in cooperative dealer campaigns: James R. Duffy, Assistant Advertising Manager, Lighting Division, Sylvania Electric, Salem, Mass.; William A. Scherff, Advertising Manager of Plymouth Cordage Company, Plymouth, Mass.; H. Gardner Smith, Vice President, Dickie-Raymond, Inc., direct-mail advertising specialists, Boston; Miles Stray, President, Charles A. Templeton, Inc., general industrial distributors, Waterbury, Conn.

It would be difficult to give a brief roundup of conclusions . . . because there were so many varying opinions. Some thought that dealer campaigns should be completely controlled by the manufacturers; others, that dealers (distributors) should carry most of the mailing load; some distributors don't want too much manufacturer interference in scheduling mailings; much argument over how much, if anything, dealers should pay; etc., etc., etc.

We thought the best analysis of planning a dealer campaign (if it's to be completely controlled) was given by Gardner Smith, of Dickie-Raymond. We'll pass along his rough notes which could easily be amplified into lengthy articles on the subject. For those who are engaged in this division of direct mail work . . . this outline should be valuable.

### H. Gardner Smith, Vice-President Dickie-Raymond, Boston, gives an 8-point plan for co-op campaigns

1. Completely package the campaign in a Presentation Booklet or Folio — that can be used by salesmen in presentations — or mailed on request.

The portfolio should tell the entire story:

(A) How the Dealer or Distributor can profit from the campaign.

(B) If it is a repeat campaign or similar campaigns have been used

before — what the former campaigns have done for users.

(C) It should contain complete information on How the Campaign Works.

- What the manufacturers will do
- What the distributor or dealer has to do
- What the campaign costs the distributor or dealer

(D) It should describe and contain actual samples of all mailings — we've found that this works far better than simply describing and illustrating the mailing pieces — it gives the distributor a chance to see, read and feel the actual pieces — to check copy and make sure he can fulfill on any offers made, etc.

(E) Suggestions should be included on How to Build a Mailing List. It should outline the best markets and tell how to secure lists.

From: Telephone Books

City Directories  
Chamber of Commerce &  
Board of Trade  
Compiled List Houses  
Trade Directories and Publications, etc.

One of the biggest stumbling blocks in selling Cooperative Campaigns — is the matter of list building. In many instances in order to make the sale salesmen have had to build the lists for the distributor.

Be sure and put it in writing that the mailing list will be treated confidentially and be returned on the completion of the mailing.

(F) And last but not least the Portfolio should ask for the Order for the Campaign.

A Campaign Order Form should be enclosed.

In brief the portfolio should stand on its own feet — tell the complete story so that sales can be made by mail — as well as by personal selling by the salesman.

Another reason for being sure that the portfolio can stand on its own

fect, is that in many cases we've found that although a salesman may make a presentation he may have to leave the portfolio so that the person interviewed can present the story to other key executives in his company.

2. *Set the campaign up on the basis of handling the mailings* — rather than having the distributor or dealer do the mailing.

In this way you can be sure the mailings are made and made correctly and can control the timing of mailing dates.

In some cases where we have run into dual distributors or dealers in the same areas — where there is a good chance of duplication of names on mailing lists — we have had to work out mailing schedules — so that the same prospects or customers wouldn't receive duplicate mailings on the same day or within a few days' span.

The possible exception to this method of handling might be in the case of a campaign of a series of postcards or simple self mailers — but even on campaigns of this sort you have no definite assurance that the mailings are made — and they certainly won't benefit either you or the distributor if they die on his shelf or in a storeroom.

3. *Tie the distributor or dealer into the campaign as closely as possible.*

(A) Try to have some person in their company responsible for the campaign and get his name on the order form.

(B) Be sure that all printed material carries the distributor's imprint and all reply cards should carry the distributor's name and address.

(C) The person in the distributor's organization should receive samples of each mailing as it is made.

(D) Don't devote all copy space to selling your product or service — sell the dealer's organization and his ability to serve as well.

(E) Get the distributor to keep a record of returns and follow him up for the record shortly after the campaign is completed.

4. *Have the Distributor or Dealer share in the cost.*

At least have them pay for the postage and furnish letterheads — if there are letters in the campaign — this

## ADVERTISING MEN find hundreds of good ideas in



Tons of envelope paper move into and out of U.S.E. plants each week.

# HOW envelopes serve many business needs

# WHAT envelopes serve each need well

# WHY it pays to specify U.S.E. Envelopes



The raw material for U.S.E. envelope gums is prepared to U.S.E. specifications.



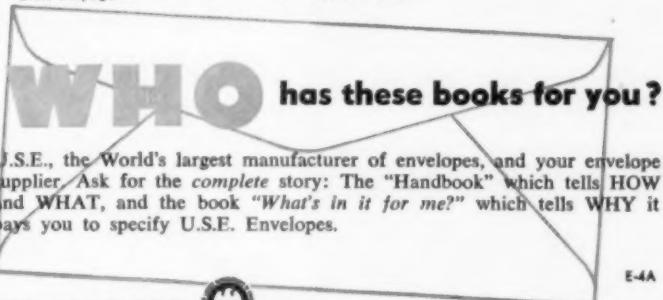
U.S.E. cartons are designed and labeled so that the envelopes stand on edge, as they should to avoid warpage.



Isn't it true? . . . when a man buys printing he takes time to consider type faces, halftone screens, colors, paper and so forth.

But the *Envelopes* may be overlooked until the last minute — and then squeezed into a tight budget!

Suppose you had, at your elbow, a book which tells HOW envelopes serve many business needs, and WHAT envelopes serve each need well? You could easily fit the correct envelopes into your plans. And suppose you had another book which tells WHY it pays to buy *really good* envelopes? You could fit quality envelopes into your budgets. In this way, everyone would be better off!



**UNITED STATES ENVELOPE COMPANY** Springfield 2, Massachusetts

15 Divisions from Coast to Coast

# ESLEEK

*Thin Papers...*

Reduce  
**TYING, MAILING**  
and **FILING COSTS.**

Use

## *Fidelity* *Onion Skin*

For  
**THIN LETTERHEADS**  
**COPIES**  
**RECORDS FORMS**

**Send For Samples**

ESLEEK MANUFACTURING CO.  
Turners Falls, Mass.

DIRECT MAIL AND MAIL ORDER

### COPY

Writer of Mail Order Letters that bring back orders and cash . . . Contacting Letters that create and maintain good will between salesmen's calls . . . booklets, folders, brochures, house organs, circulars that do the selling jobs you want them to do. Fully endorsed by a nationwide clientele. Winner of two DMAA Best of Industry Awards . . . Darnell Gold Medal . . . editor of IMP, "the world's smallest house organ."

ORVILLE E. REED  
106 N. STATE STREET  
HOWELL, MICHIGAN

complete Direct Mail Service

### PONTON

"The House of Direct Mail"

mechanized and streamlined for fast, accurate and efficient service, at lower costs to you . . .

W. S. PONTON, INC.

50 East 42 St., New York 17, N.Y. MU 7-5311

**SAVE \$116.66** EVERY 8 MONTHS on typewriter, ribbons, type-writers, repairs, stationery, etc. Send today for the contents to SAVE \$116.66. TEST the savings for 7 days. If satisfied, pay only \$1, plus postage and sales tax. NO OBLIGATION if returned. No salesmen will call.

**Tested**

15115 Lanning Avenue  
Div. A, Lakewood 7, O.

gives them an investment and personal interest in the campaign.

#### 5. Keep away from optional mailings.

Make it a standard package — no decisions for the distributor to make — all mailings to go to all names on the list — on schedule. This makes for smooth sailing on production.

#### 6. Supply the envelopes for the campaign.

This standardizes the mailing operations and you don't have to go into detail to obtain odd size envelopes to carry various sized enclosures.

We do not imprint outgoing envelopes with distributors' names and find it does not seriously effect returns.

#### 7. If mailings in your campaign offer promotional booklets or other promotional booklets or other material — be sure the distributor is adequately stocked with this material in advance of the mailing.

We set up our schedule to ship the material offered in a specific mailing

approximately 2 or 3 weeks in advance of the release of the mailing.

If it gets there too early it is apt to get misfiled or used for other purposes — if it does not arrive before requests start to come in — all hell breaks loose.

It should be transmitted with a notice inside the package stating what the material is to be used for — and of course should be directed to the person in charge of the campaign.

Estimate in advance the expected return and ship a sufficient supply of overs to take care of an unexpected high return — it's cheaper than to have to imprint additional lots and send them Air Mail.

On low pressure offers we generally figure on the 20 to 25% of list. Of course if you've had similar mailings in the past you can be more accurate in your figuring.

#### 8. If the campaign includes offering mailings have one that will produce a fairly good return positioned early in the campaign — in No. 1 or No. 2 position — this will get your distributor or dealer enthusiastic and more interested in the campaign.

## What Is Direct Mail?

Arguments have raged for many years over the terminology of "direct mail." Not descriptive enough! But the term has stuck . . . in spite of all suggested substitutes. However, it's true that a lot of business people do not understand what "direct mail" includes.

We liked the explanation given by Editor Joe Schoeninger in *Reflections*, the always good house magazine of The E. F. Schmidt Co., 3420 W. Capitol Drive, Milwaukee 16, Wis.

### DIRECT MAIL

*Direct mail advertising* is a term, it seems to this observer, that is grossly inaccurate. And because so much is written concerning the details of direct mail — percentages of replies, color of envelopes, days of the week for mailing, etc. — it might be worth while taking a broad look at some of the ways this medium is going considerably beyond the confines of its name.

*Direct mail* is an inaccurate term because much of it isn't mailed at all. It's presented (books, de luxe brochures, etc.) or it's set up (displays, posters, other point of sale material). For a number of years alert trade associations have been trying to use the broader term *direct advertising* for this very reason.

But *direct advertising* isn't accurate either. There is a considerable volume of important printing used by modern management today — printing that can't conceivably come under the classification of advertising or sales promotion. Yet the same skills and talents that produce high class direct mail are used to produce these other printed pieces.

Take the house publication, for instance. It is a tool of management so popular today that some 6,000 magazines, tabloids, and other formats are being distributed to employees, stockholders, customers, prospects, and others. Is the company publication strict-

ly advertising? No, it isn't, and rarely does the appropriation for it come out of advertising funds.

Take annual reports. The very top brass usually has a hand in the preparation of the annual statement. Probably no other form of private printing gets such a thorough working over before the final ok to print is given. Is the annual report a form of advertising? Strictly speaking, no. (Of course it helps publicize the company and helps promote its products, but the report could hardly be called "advertising".)

Then there is the increasing number of employee booklets being used these days. In recent years this reporter and his associates have planned, created, and produced booklets explaining retirement plans, group insurance, profit-sharing plans, plant operations, behavior for new employees, first aid, etc., etc., etc. Are these advertising booklets? No.

How about your company letterhead? In one sense it is an important advertisement. But it rarely comes under an advertising budget, and actually is not advertising in the usual meaning. Yet here again the same creative producer who puts out your catalogs and bulletins can do a topnotch design job on your letterheads.

\* \* \*

And so it goes: *direct mail advertising* is a term so loosely used today that it fails to describe with any accuracy at all many of the important pieces that keep coming off the presses every day.

Perhaps it would be well for advertising managers and other purchasers to set up with management a separate budget calling for this peculiar type of printing which is neither advertising nor sales promotion. In that way the appropriation for regular printed advertising would not have to be spread so thin. Those who prepare and buy the regular type of printed advertising — direct mail if you insist — might then be able to have a freer hand in saving their valuable time by turning over to an experienced creative printer and lithographer such non-advertising assignments as company publications, employee booklets, annual reports, letterheads, and others. What think you?

\* \* \*

Similar thinking (about direct mail) appeared in last month's issue of *In Transit*, house magazine of Atlanta Envelope Co., P.O. Box 1267, Atlanta 1, Ga. We'll pass it along as an idea stimulator:

## HOW TO MAKE YOUR AD BUDGET GO A LONG WAY

There are a number of ways to do a relatively good job of advertising and promotion on an almost non-existent appropriation. Here are a few:

**News Releases.** New product stories pull like a house-afire. Editors will be glad to use them, if properly written. And don't forget to issue news releases on your new plant, new personnel, etc. These should go to the business press and to your local news press.

**Reprints.** If you prepare ads for business publications, use the same plates to print mail pieces.

**Mail Releases.** Be sure to cash in on whatever free publicity you get, by making reprints and sending them to a picked list.

**Your Envelopes.** Your envelope is a billboard; use the free advertising space it gives you.

**Packing.** There is a wealth of free advertising space on cartons and boxes. Use it.

**Name Plate or Tag.** Be sure the name plate on your product is properly designed and carries a selling message. It must be easy to read, big enough to see at a distance.

Your identification tag can carry a big selling message. Buyers look for it, and believe it more than word of mouth selling.

**Testimonials.** Offer testimonials to other Ad managers regarding your use of their products. For instance, if you're using a new type of hand lift truck, take some pictures of it, write a testimonial and send it to the Ad man of the truck company. There's a good chance he'll use your story in his ads.

## MAKE CONVENTION TIME VACATION TIME!

BOSTON, MASS., STATLER HOTEL

—  
Mail Advertising

Service Association:

October 9 to 12

—  
Direct Mail Advertising

Association:

October 13 to 15

## Are These 11 Factors in Your DIRECT SELLING MAIL ORDER ADS?

**EXPERIENCE** counts. Give your newspaper, magazine, trade paper ads the benefit of: 1. The right advertising and selling plan. 2. Sound analysis. 3. Pulling copy. 4. Striking layouts. 5. Outstanding art. 6. Economical production. 7. Proper size. 8. Suitable publications. 9. Correct timing. 10. Pay-off testing techniques. 11. Effective merchandising methods.

**LET** specialists help you sell your product nationally, regionally. Put our creative ability to work for you in securing mail orders, direct selling salespeople, agents, dealers, distributors, inquiries, leads, consumer demand, distribution. At your disposal is 31 years' know-how in making businesses grow.

**APPOINT** us to place all your publication advertising at publishers' rates. Give us full details of your proposition, ad budget, product samples. We will then prepare a campaign for you complete with ad copy and schedule of publications to use, all subject to your approval.

**YOU** pay no more for publication space placed through us, as we are a fully recognized advertising agency. When we take your advertising account, you deal with an organization that knows your ad problems and how to solve them.

**MANY** successes. Established 1923. Member A.A.A. Whether you use page or inch ads—whether your ad budget is only a few thousand or many — consult

## MARTIN Advertising AGENCY

Direct Selling Mail Order Ad Specialists

15 E. 40th St., Dept. 15, New York LE 2-4751

## PONTON'S CONSUMER LISTS FOR BEST RESULTS

- 1,725,000 PROFESSIONAL PEOPLE
- 4,000,000 BUSINESS EXECUTIVES
- 15,000,000 HOME OWNERS
- 26,000,000 HOME MAKERS
- 10,000,000 CAREER WOMEN

**W. S. PONTON, Inc.**

50 East 42 St., New York 17, N.Y. MU 7-3311

**SPRING SPECIAL!**  
Your product photographed and 75 8x10 glossy prints  
\$15

In New York Area Call  
Photographer Henry Harris  
Espanade 2-8626 5001 20th Avenue  
Brooklyn 14, New York

Letter raised \$100,000 for New Church

Feb. REPORTER told how a Boll letter made new church possible for congregation of 105 families. Interested in sales letters? For reprint, write on L. H.

**"That Fellow Boll"** *SL*  
Leo P. Boll, Jr., 64 E. Jackson, Chicago

## kogos

you get top efficiency with  
better-cleaner, **LISTS**

INDUSTRIAL LIST BUREAU  
45 Astor Place, New York 3, N.Y.

Over 2,000,000 Passengers a Year



Trans World Airlines won the coveted Match Industry Information Bureau plaque with this colorful 1953 direct mail match book series. With 300,000 advertisers now using the medium, match book direct mail promotion is on the increase.

## 1,250,000,000 MATCH BOOKS FOR DIRECT MAIL

12,500,000,000 match books were used by Americans in 1953. One out of ten of these were received as part of a direct mail promotion.

These figures were reported last month by the Match Industry Information Bureau, an organization sponsored by six leading match manufacturers — D.D. Bean & Sons Company, Diamond Match Company, Lion Match Company, Maryland Match Company, National Match Book Advertising, Inc., and Universal Match Corporation.

Charles Furcolow, director of the bureau, reports: "More and more industrial advertisers are turning to picturesque containers in which to mail out quantities of four to 50 match books.

"Most of these are in the form of 'sleeves'—open-ended rectangular containers which hold six match books. These give a total of 120 readings of the message, in place of the 20 readership exposures from the 20 match sticks in a single match book."

A number of bureau tests have shown that a message repeated in a sleeve of match books can be remembered by almost 3/4 of the recipients

. . . eight weeks after the mailing. Inquiries have also shown that a man on a mailing list to receive a box of 25 match books every month wants to remain on that list. In one survey 93% of the recipients asked that they continue to receive match book mailings.

Increased use of match books as direct mail promotion during 1953 was reflected in the results of the bureau's annual awards for the best match book advertising of the year.

Trans World Airlines, winner of the "Joshua" plaque for the best match book among the 300,000 advertisers using the medium; and the *Chicago Sun-Times*, runner-up, were among the many match cover advertisers who distributed their match books by mail.

The TWA campaign consisted of a series of six match book designs, adapted from the company's travel-poster series. These were scenes of six major ports of call of the airline — New York, Chicago, Los Angeles, London, Paris, and "Italy." They were packaged in "sleeve" containers holding six match books. The containers themselves had three alternative designs — promoting European travel,

"sky-tourist economy," and air cargo service.

These were mailed to the company's own mailing list of past and prospective customers for passenger and freight service.

The *Chicago Sun-Times* illustrated how match covers can be used to translate a printed-media advertising campaign into direct mail promotion.

For more than a year, *Sun-Times* promotion manager Mel Barker has attracted attention by his "In Chicago It Takes 2" series of advertisements in trade papers . . . designed to show that national advertisers needed the *Sun-Times* as well as its opposition newspaper in order to obtain complete coverage of the Chicago market. Assistant promotion manager Paul S. Hirt, Jr., converted this campaign, featuring clever cartoons, into a series of 12 match cover designs . . . differing only in the cartoons which appeared on the rear cover.

Each month the match books, with a new cartoon, were mailed out in containers of 10, to 3,000 advertising agency media directors.

Two other publications which used match books for direct mail promotion

won the top and runner-up honors in the publications industry. They were the sister-publications, *Life* (which repeated its 1952 honor) and *Time*.

*Life's* promotion director, Jere Patterson, used match books to put across the message for the International Edition: "In every market overseas — read by the thousands who influence the millions." The match books were mailed in cellophane-wrapped packets of six, first to a full mailing list of the magazines advertising prospects, and then in two follow-up mailings to partial lists.

Nicholas Samstag, *Time* promotion manager, won widespread attention for his mailing to a business list of a pair of match books mounted on a card; one purported to be the advertising match book of the William Jones Corporation, and the other was the personalized home match book of Sally and Bill Jones. Together they highlighted the message that the *Time* reader is both a businessman and a family man, and a prospect for the purchase of industrial and consumer goods and services.

Because of their prolonged readership value, match books have become an important direct mail format. So much so, that the Match Industry Information Bureau is planning to add a new competition to their annual awards. The bureau is now preparing for a competition for the best packaging in which match books are used as direct mail promotions.

If you want more information about the use of match books as a direct mail promotion, write to the bureau at 1 East 43rd Street, New York 17, N.Y.

## NON SEQUENTER

Important executives were a little flabbergasted recently to receive a letter from a New York producer of automatically typewritten letters. The first paragraph caused the letter to fall flat on its face because of its unsound logic.

Here it is without further comment:

"Would you say that the replies to your mass mailings are as high as the replies to your office correspondence? Probably not, and the reason is that your office correspondence is actually typed, while your mass mailings are not."

**"I guess I'm  
Reply-O-Letters'  
oldest  
customer",**



says

**ALAN DEYOE,**

Director of Circulation  
POPULAR MECHANICS  
MAGAZINE



write for  
**FREE BOOKLET**

We invite tests of 5,000 or 10,000 Reply-O-Letters from mail users who, when satisfied with the results, can then mail in larger quantities.

The booklet, "IT WAS ANSWERS THEY WANTED" makes good reading for anyone who uses the mails. Send for your free copy today.



**THE REPLY-O PRODUCTS CO.**

7 Central Park West  
New York 23, N. Y.

Sales Offices: Boston • Chicago  
Cleveland • Detroit • Toronto



## HUMOR IN ADVERTISING

by George Cole

**Reporter's Note:** There have been many arguments over the subject of humor in direct mail. Some say, no. Some say, yes. Advertising director George Cole, has successfully injected humor into the advertising of his company, the Marvin-Neitzel Corp., Fifth Ave. at Federal St., Troy, New York. We asked him for a story. George began cartooning in the '30's for the Yale Record. After graduation, he taught school awhile before tackling his present position.

"I don't want to touch any of that humor or cartoon stuff," said an advertising man to me recently. "It might backfire." A lot of people in advertising have the same attitude, a mixture of attraction to an unusual approach and fear of sensitive customer reaction.

Talk with such people and you are told that humor and cartoons are fine

if you are selling angostora bitters or dry vermouth, but not machine tools, lumber, or bread.

Apparently every industrial advertising man likes to think of his customers as very special problems, very difficult to handle and touchy as an ingrown toenail. When humor is suggested, they immediately expect it to be a matter of making fun of customers. I take a different view and my company manufactures products that certainly fall into the serious and necessary class — hospital clothing and student nurses uniforms.

When we began our first direct mail campaign using light copy and cartoons, it was first necessary to assure my associates that we were not entering into undignified advertising. I felt

that the right kind of copy and art would flatter our customers and would sell our products. To prepare this copy and art, the main requirement is a thorough knowledge of one's products and an awareness of the *special experience* of one's customers. Fortunately I had done volunteer work in a hospital and I had taught school.

The volunteer hospital work was immensely helpful in creating a cartoon character, *Minnie the Maid*, which our salesmen report is now an "institution" with hospital administrators. School teaching was equally helpful in creating *Digbee*, the student nurse of somewhat less than Nightingalean efficiency. I suppose the humor that lies in these series of direct mail pieces is centered in the prejudices of the customer. The problem of maintaining a supply of non-professional hospital employees such as maids, housekeepers, and porters is a general one for the administrator. He is quite willing to laugh at it, however, when it is put to him properly. Properly put presumes an underlying basis of appreciation and understanding on the part of the creative man for the plight of the customer. The humor and the lightness must be firmly grounded in knowledge of product, of customer, and it must reflect this appreciation and understanding.

Along with these cartoons, we include some brief copy making at least one sales point directly related to the cartoon caption or situation. A return postal is usually included. The returns on *Minnie* swamped our sales department last year. *Digbee* at a cost of less than one thousand dollars has already landed us two new accounts, with new accounts ordinarily costing us two thousand dollars and more to secure.

Has any of our humor back-fired? Only once. From a mailing list of eight thousand, one individual complained about a cartoon being risqué. When I checked it turned out that there was nothing risqué about the particular cartoon and that the interpretation was made by a curiously perverse individual.

You have probably noticed how avidly business people take up any amateur institutional humor — how various humorous items are handed from office to office, duplicated, and are generally appreciated. This must indicate a real need for more and better humor within our industries. Advertisers can help to fill this need and sell their products at the same time.

# Neenah answers the question...

## "SHOULD GOOD ADVERTISING BE SUBTLE?"



Yes, good advertising is so subtle that we do not realize that we are being influenced. Even as mature men, we rarely know why we vote as we do, believe as we do, and live as we do.

The best advertising is not even recognized as advertising. Consider how often you have been won over by a warm smile, a friendly handshake, a kind word or a considerate act.

In a similar manner, your business stationery—the design of your letterhead and the quality of the paper—often influences the reader more than the written message.

Split run mailings show that sales letters typed on fine rag paper "outpull" identical letters typed on ordinary paper.

The subtle prestige of quality business stationery can be one of your most effective advertising forces. The next time you need business stationery, insist upon the best in letterhead design, in printing and in paper.

Ask your printer for samples of fine rag content papers by Neenah. They are expressly designed to give your business stationery strength, permanence and prestige.

To plan business stationery that is PREFERRED, ask your printer for a free copy of the "Neenah Guide to Preferred Letterheads." This exceptional book is based on a four-year survey by the Neenah Paper Company.

Matching envelopes available in all grades of Neenah rag content bonds

NEENAH PAPER COMPANY

Neenah, Wisconsin





## PLASTIC CALENDAR CARDS

You can get your prospect to carry your story with him - on a Hopp all plastic pocket card. All he needs to do is reach for his wallet to refresh his memory on your product or service - name and address.

The card can contain the important message you want him to see every few days when he refers to the calendar, ruler edge or other vital data on its reverse side. The Hopp all plastic card is a gift, valued and kept, referred to and remembered.

Write or phone for samples and details.

**HOPP PLASTICS**  
460 WEST 34th STREET, NEW YORK  
Telephone: BRyant 9-1800

**PONTON**  
"The House of Direct Mail"  
"BETTER LISTS FOR BETTER MAILINGS"  
Write Dept. "R" for FREE Catalog  
**W. S. PONTON, Inc.**  
50 East 42nd St., New York 17, N.Y.

**Foreign Stamps?**  
We can supply them . . . from any stamp-issuing country . . . for foreign mailings.  
Send for brochure explaining services.  
**FOREIGN POSTAGE SERVICE**  
6 Linley St., New Hyde Park, N.Y. - Floral Park 2-2915

**BE A BIGGIE**  
from the BEGINNING  
Sales come easier when your advertising, letters, and follow-up materials have the "already successful" look, especially on a new venture. To get the copy right and the layout bright, let Bob Rainey expedite the whole production for you. Write today for proof that it pays to work with "the advertiser's handy man." Address:  
**AD SCRIBE** P.O. Box 254 North Canton, Ohio

## HUMANIZED STATEMENTS

*The Wall Street Journal* uncovered a most unusual bank statement, and we'll pass it along for the records.

President Ralph Chambers of the First State Bank of Picher, Okla., was responsible for the following balance sheet for 1953 mailed to depositors. It was introduced by this headline: "Statement fixed so even you can understand it."

### OWNED

Cash, here and there	\$ 277,587.50
Municipal I.O.U.'s	124,853.68
Ike's I.O.U.'s	765,078.76
X-Ready money	1,167,519.94
Loans (What are we offered?)	134,827.67
Overdrafts (whodunit?)	16.03
Total assets	\$1,302,363.64

### OWED

Deposits doing time	\$ 79,193.95
Deposits, loose as a goose	1,070,016.89
Total deposits	1,149,210.84
Semi annual pot split	5,000.00
Original pot	25,000.00
Forced ante	25,000.00
Accumulation and reserves for sour notes	98,152.80
She balances	\$1,302,363.64

"X—Do you know of another bank with more ready money than total deposits? (Anyway, we can now sass the examiners.)"

## ANOTHER CRACKPOT CRUSADE

Some magazine circulation departments are receiving a form letter in their business reply envelopes. It is dittoed on a plain white sheet of 8½ x 11 paper. You might enjoy reading the copy (This one is signed):

118 Castlewood Road  
Baltimore 10, Maryland

Gentlemen:

Recently I received from you a very well composed and expensively printed invitation to become a subscriber to your most excellent publication. Your arguments are most plausible and have impressed me strongly.

Let me, then, make you a return suggestion. Obviously, I would much rather see and read your publication itself rather than just the offering letter. Will you then take just a few moments, perhaps just the time it takes to light a cigarette, and calculate, for yourself, just how much it costs in dollars and cents to send me your invitation. Then

put my name in your file of prospects, with the cost of an invitation letter attached.

Then, the next time you feel moved to send me one of your magnificent letters, throw the damn thing away yourself and send me an equivalent money value percentage of an annual subscription, and pay for it from the savings in your advertising budget.

Very truly yours,

(Signed)

Albert S. Polk, Jr.

## VIOLENT PROTEST

One of our readers, who makes a considerable amount of mailings (mostly to rented lists), received a letter of violent protest from one recipient. It was personally typed on the letterhead of DuPage Products Co. (manufacturers of anti-seize and sealer compounds), Box 261, Elmhurst, Ill. We think it should be printed here to show how some people go off base in their thinking about direct mail. The writer of such a letter must forget that part of his success (if any) depends on the use of the mail. So why be violent?

Gentlemen:

Twice in the last few months, I have gone to some trouble to write you polite letters asking that you drop my name from your mailing lists, and never, never write me again about anything.

In spite of what I consider a cardinal rule of direct mail advertising, namely "Take 'em off the list instantly if they ask it", you have persisted in sending me wads and wads of miscellaneous junk, all unwelcome, and all of which goes into the wastebasket unopened. Ordinarily, we would just go on shoveling it in the wastebasket, but it takes up too much room in our postal box.

Just so you cannot possibly, validly, claim you don't know what we are talking about, we are cementing the addressograph labels below which were on two envelopes received just this week. Their contents are enclosed.

(Editor's Note: Pasted here were two address labels and postage meter indicia showing postmark and date.)

If this, third, request is ignored, we are going to bundle up any further communications from you and mail them to the proper Congressional Sub-committee with an appropriate letter about this abuse of your mailing privileges.

ONCE AGAIN, LAY OFF! DON'T EVEN ANSWER THIS. JUST QUIT CLUTTERING UP OUR MAIL BOX.

(Signed)

Murray A. Gleeson

P. S. By Reporter: Would any of you Reporter readers like to answer this discourteous letter? If so, please send us a carbon.

## PROGRESS ON CODE OF ETHICS COMMITTEE

The April 8, 1954, program of the Hundred Million Club was arranged by the Direct Mail Advertising Association . . . for the purpose of giving the first semi-public preview of the work of its Public Policy and Ethics Committee.

This committee was first organized when Lester Suhler was DMAA president. After about a year of quiet investigating, the committee swung into action during the present term of Larry Chait.

The first full-dress meeting was held in Washington, D. C. on December 1, 1953, at which time two subcommittees were appointed . . . one to draft a code of ethics or "standard of practice" for mail users . . . the other to devise ways of implementing, publicizing or enforcing the code. (See January 1954 *Reporter*).

These two subcommittees met all morning in the Dorset Hotel, New York, on April 8 for discussion of the two finished reports and then carried their preliminary findings to the open meeting of the Hundred Million Club.

Chairman, J. S. Roberts, of the Retail Credit Company, Atlanta, Georgia, explained the purposes of the undertaking. Not a censorship group. Simply an effort to establish a code of honest practices to which all reputable companies or individuals could subscribe. He outlined some of the plans for publicizing the final code.

John Yeck, of Yeck and Yeck, Dayton, Ohio, read the first draft of the "Standards of Practice," which will be submitted to the DMAA membership at the annual convention in Boston, October 13.

It was requested that this reading before the Hundred Million Club be considered "off the record" until revisions could be made and the project approved by the membership.

General opinion seemed to be that the committee was off to a good start in this large attempt to end the fringe abuses which have hurt all legitimate users of the mail . . . by weakening public confidence.

Readers of *The Reporter* will be given a complete report when the final code is released.

### ANOTHER TENSION BILT-TO-FIT ENVELOPE

### TENSION ENVELOPE CORPORATION

NEW YORK 36, N.Y. • 522 Fifth Avenue  
ST. LOUIS 10, MO. • 5001 Southwest Ave.  
MINNEAPOLIS 1, MINN. • 129 North 2nd St.

DES MOINES 14, IOWA • 1912 Grand Avenue  
KANSAS CITY 8, MO. • 19th & Campbell Sts.  
FT. WORTH 12, TEXAS • 5900 East Rosedale

### "NEW" FELINS TYING MACHINE



Let Felins solve your tying problems.

Two Models — Movable Stand (Illustrated), Table Model.

Send for prices and circulars

### FELINS TYING MACHINE CO.

3351 N. 35th St.  
Milwaukee 16, Wis.

### How Advertisers Use Photo-Reports



Illustrated booklet describes how Sickles gets pictures and reports for Advertisers and Editors

Send for free copy

### SICKLES

Photo-Reporting Service

38 Park Pl., Newark, N. J.

Market 2-3966

### HOW TO WIN NEW MAIL ORDER CUSTOMERS IN VOLUME FROM

#### NEW . . . MOSELY EXCLUSIVE

62,000 Current subscribers to magazine devoted to Management Men. All subscribers are active members of National Association of Foremen. Covers all industries with titles from Foreman to Chairman of Board.

A wide-awake, good income market which should have excellent possibilities. Nation-wide list geographically arranged.

Write Dept. R-17 today for  
MOSELY List Card M-7697.

**Moseley**

MAIL ORDER LIST SERVICE, Inc.  
38 Newbury St., Boston 16, Mass.  
NEW MAIL ORDER CUSTOMERS IN VOLUME

### Women Names For Sale

50,000 names of women interested in doing sewing at home for sparetime money. Excellent names for any work-at-home offers. All 1953, on gummed labels, \$10 per M. Write: BT Advertising Service, 2108 Payne, Cleveland 14, Ohio.

**OUR EIGHTH YEAR**  
and still  
**GOING STRONG!!**

Once a year, we like to stop a moment . . . think . . . and thank our customers and friends in direct mail.

**m. victor**  
ADDRESSING SERVICE  
130 Flatbush Avenue  
Brooklyn 17, New York  
ST. 9-8003

**PONTON'S** SOURCES OF SPENDING POWER

260,000 MANUFACTURERS, INDUSTRIALS  
150,000 WHOLESALERS, DISTRIBUTORS  
1,400,000 RETAILERS, TRADE SELECTIONS  
500,000 SERVICE COMPANIES

**W. S. PONTON, INC.**  
"The House of Direct Mail"  
50 East 42 St., New York 17, N.Y.

**MAKE 'EM LAUGH!**

Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Mottoes" monthly mailings. Unique — effective — economical — exclusive. Write for details on your business letterhead.  
**FREDERICK E. GYMER**  
2125 E. 9th St. Cleveland 15, Ohio

**MAKE CONVENTION TIME  
VACATION TIME!**

BOSTON, MASS., STATLER HOTEL

Mail Advertising  
Service Association:

October 9 to 12

Direct Mail Advertising  
Association:

October 13 to 15



## "YOON YUN" INSPIRES A TOP-QUALITY CAMPAIGN

Recently we received the first in a new series of monthly mailings. The quality of the piece caught our immediate attention . . . so impressive it would be hard to overlook in anyone's mail.

It consisted of a beautifully gold-engraved folder which announced: *Steograph Company proudly presents the "Award of the Month" to Hotel Pierre.* Enclosed in the folder was an equally beautiful six-color Christmas card specially designed and produced by Steograph for New York's Hotel Pierre. Copy on the inside gave a brief sketch of the hotel and a short mention about Steograph's new engraving process used in producing the card.

The day after we received this first mailing, Steograph sales manager Harry Guttman wrote us they were so impressed by *The Story of Yoon Yun* in the April, 1953 *Reporter* that they were inspired to create a top-quality campaign of their own.

"We had not done any direct mail advertising," wrote Mr. Guttman, "until after we read your articles on showmanship and the swell job that the Union Bag Company did (with the *Yoon Yun* campaign). Thus inspired, we conceived our campaign — and speaking frankly, we are most gratified with the results."

The results Mr. Guttman mentioned

came right after the first mailing. In the Pierre folder Steograph also enclosed a reply card with a request for recipients to indicate whether or not the mailings should be continued. As the mailings went to top executives of the nation's largest concerns, Steograph didn't expect much of a return.

But the cards came back . . . better than 10%. Not only did the executives fill them in, requesting the mailings to be continued, but they also wrote their own comments of praise. Many asked for additional samples and prices.

So the campaign was launched. The Pierre piece was the first of a monthly series of citations Steograph will give to their selected customers. Future mailings will offer "Award of the Month" tributes to such companies as United States Lines, The Waldorf Astoria, New York Life Insurance Company and other top-notch users of the Steograph process. Each will get the "Award" folder treatment . . . with a sample of their piece produced by Steograph enclosed.

Steograph, which is located at 1 Broadway, New York 4, N. Y., has built a fine reputation as specialized engravers of quality menus and hotel promotion pieces. Backbone of the organization is Dr. Joseph Guttman (Harry's father) who founded Steograph in the early 1920's after ar-

riving from Frankfort, Germany. He brought with him a degree of Docteur de Arts Graphiques and years of experience throughout Europe as an engraver, printer and lithographer.

The "Award of the Month" campaign stems from Steelograph's desire to expand their quality engraving techniques in the direct mail field. In the past, the high cost and time required for plate-making have made steel engravings practically prohibitive for commercial use. But with a new process developed by Dr. Guttman, steel engraving plates are now possible at moderate cost with considerable speed.

In addition to engraving, Steelograph also uses letterpress and lithographic printing. Some of their work combines one or all of the processes with engraving. The result makes an unusually sparkling piece.

With quality as the watchword, the company sticks pretty close to three specialized types of promotion pieces. They have standardized their plate and sheet sizes for economy and speed on most bulk work. Their "Bilt-in Credit Card" which occupies one corner of a message card is used by many of the country's finest hotels.

Quality steel engraved mailing pieces, says Harry Guttman, are one way to assure greater direct mail readership. "When a steel engraved mailing piece is received," he says, "not only is the recipient conscious of the uniqueness of the medium, but is probably more receptive to the advertising because of its presentation."

If the pieces have the quality and showmanship of his own "Award of the Month" campaign . . . we agree 100%.

## CHECKING IMPACT

How long should you run one continuing campaign? Does the recipient lose interest in one format after many mailings? For the answers to these questions, you might take the cue from J.L. Howarth, general sales manager of the Anderson Brass Works, Birmingham, Alabama:

For over five years, Anderson has been using a monthly folder called *Outdoor Trails* . . . a syndicated piece created for them by Brown & Bigelow, advertising specialties house in St. Paul, Minnesota.

There is nothing spectacular about *Outdoor Trails*. It is a colorful 4"x8" piece with an outdoor sports picture on

the cover, and a three-month date pad. The first fold of a French fold format contains copy on a specific Anderson product: Bronze and aluminum power connectors, fittings, bus supports, aluminum suspension and strain clamps. The full spread inside has an illustrated item on hunting or fishing and a wild life sketch. Back of the mailer is a roster of sales representatives.

Mr. Howarth thought the reaction Anderson had been getting to *Outdoor Trails* was pretty good . . . but after five years he wondered if the series had outlived its usefulness. He decided to find out.

Unbeknown to Brown & Bigelow, Howarth sent a letter to the 3,500 prospects and customers on his list . . . explaining that Anderson was considering some direct mail changes. He enclosed a questionnaire card asking for opinions.

Eleven days after the mailing went out . . . Howarth received 1,447 replies — a return of 41.3%!

No less surprised than Howarth was Clem Sossong, Brown & Bigelow star sales representative, when Howarth called him in and showed him these figures:

1,093 answered that they read the folder completely. 240 kept it . . . 888 passed it along for others to read. 648 asked for more product information. And proof of *Outdoor Trails* interest was the fact that 733 said they hunted . . . 1,022 fished.

How long has that campaign of yours been running?

## L. B. W. FILE

The story comes from London that there was once a businessman who was also a devotee of cricket. He had on his desk three trays, marked "In," "Out," and "L. B. W."

A colleague was intrigued by these trays and one day said: "I can contain my curiosity no longer. The 'In' and 'Out' labels I understand. We all have them on our letter trays. But what does the 'L. B. W.' stand for? I have noticed that, often, when 'In' is empty and 'Out' is empty, 'L. B. W.' is overflowing with papers."

"Simple!" answered the Civil Servant, "Let the Blighters Wait."

**Reporter's Note:** Found the above in the always interesting *The Curtis Courier*, house magazine of Curtis 1000 Inc., Hartford 6, Conn., edited by Thomas Dreier. We don't exactly recommend a "L. B. W. File" as we always advocate answering letters promptly. However, we must admit that a few in each day's mail deserve the "L. B. W." rating.

## successful sales letters . . .

— rarely just "happen". They are the result of careful planning and knowing what makes a letter "pull". The format, too, plays its part in getting attention . . . maintaining interest! You can PROVE this easily by TESTING Return-A-Card against your present mailing. You'll find the pre-addressed, "built-in" reply card makes it easier to reply — get better results — costs less per response. Write for your FREE folder of "Successful Sales Letters", showing this unique format applied to many promotion problems.



REPLY CARD IS ATTACHED TO THE LETTERHEAD!

PARTRIDGE-HILL, Inc., 78 FILM St., N.Y., N.Y.

MAIL-IT-2-PULL

SALES LETTERS INCORPORATED  
250 W. 49th St., New York 19,  
Telephone Circle 6-0843

# Elliott ADDRESSING MACHINES

offer you the only competition  
you can find in the Addressing  
Machine industry.

Consult your yellow telephone  
book or write to The Elliott  
Addressing Machine Co.,  
155A Albany St., Cambridge,  
39, Mass.

## My Mail Order Day

By Jared Abbeon

Comment is coming in on last month's mail order issue of The Reporter. It sure looks like a lot of the information hit the spot with the boys on the firing line. Going to be a big demand for reprints from the looks of the early orders so if you want a copy to send to that cousin in San Berdue, who is always asking you to drop him a twenty-page letter telling him how to run a M. O. . . . Biz, you had better get in your orders now.

Business has perked up a bit but we still have our financial head so far in our turtle shell that they have to pipe in sunlight. What we are currently doing is testing dozens of new items looking for a winner. Our old-time steady pullers have mostly ducked below the break-even point so we are letting them rest up for a while. Among the new things hitting the mails this month are three new ball point pen deals, two different price ranges on barometers, a fancy microscope, a book offer, a bargain sale, reconditioned heavy machinery and a sewing case for nuns. If the above sounds like a hodge podge, I can't help it. We play the cards as they are dealt to us always hoping to receive the case ace.

The exhibition of ulcerous sores in public has long been a characteristic of successful beggars in the public markets of the most benighted and backward sections of the world. While watching television the other night, I saw some begging letters flash across the screen, wherein people write from their deepest misery, requesting the audience to contribute to their welfare. As it is obvious that only an infinitesimal number of cases can be helped in this manner, it stands to reason that thousands and thousands of poor people are being deluded as to this being a method of alleviating their distress. The spectacle of some of our largest advertisers exploiting this human misery is degrading in the extreme. It is a poor method of merchandising a product and an even poorer method of advertising our way of life. The singling out of these pathetic cases for

public degradation is in direct contravention of every charitable instruction given in the Bible and by leading modern sociologists. Furthermore, the sanctimonious and hypocritical attitude of the staff on these shows gives the performances a moral tone and odor that would offend a billy goat.

As a refreshing contrast, let me quote from a letter received from Mother Mary Dominic, O. P., of the Dominican Cloister of St. Jude, Marbury, Alabama, in answer to a small gift I sent there. "Dear Big Brother: Ten Million Thanks for your kind encouraging and complimentary letter! With all my heart I appreciate it — and — thanks a lot for the gift! Just what we need . . . Congratulations! They are wonderful items. May your business succeed & prosper by heaps and bounds! If ever you are back in Alabama you have a standing *Welcome* and we are always home! . . . Thanks again and again for your goodness to us. May heaven be in your heart always! Gratefully & prayerfully, Mother Mary Dominic, O. P."

It is a pleasure to find, in this tough materialistic world, people who can still say thank you with a smile. As I often quote to my five year old Hooligan, "Little words of courtesies are thank you sir and if you please". It also happens to be good business. Although I admit that formal salutations and endings on a letter are a waste of valuable time, still I stand with those who prefer them to the ultra modern style. It's a tough enough world without joining those who use their elbows to get through the crowd. I prefer to tip my hat and smile. Maybe that's why my wife complains that we always get the worst seats at the movies. Still I avow that only the nicest people sit behind the pillars.

Had a little squib in this column a while back about a guy who allegedly swiped an idea from another guy and then got his just desserts. Now, along comes a fellow on the west coast

and says that he was using the same idea five years ago. So, I guess I had better put in a P.S. about how great minds often run in the same channels or, as Kipling put it:

"When Homer smote his blooming lyre  
He had heard men sing by land and sea  
And what he thought he might require  
He went and took the same as me."

Most inept letter of last month! A publisher (and he should know better) sends in a blurb peddling his subscription list for mailing with the following statements: (Words in parenthesis are mine).

(He starts off with a reasonably good fill-in of name salutations). Then—"You can't afford to turn this down at this price. (My immediate reaction was, 'wanna bet?') . . . It's a real bargain because . . . we can quote a price that would put a regular list house out of business. (I can just see Boyds, Pontons and Polk hide under the table shuddering at this opinionated idiot's competition.) We run off only a limited number. Don't figure you can wait a couple of months and then order. There won't be any left and we will not do this again for several years. Better write your check and send it *today*."

It happens to sound like a good hard-to-find list but the derogatory, high-pressure approach turns the reader against the offer. In a highly specialized field like this a simple, low-pressure approach would sell just as many copies without making the reader skeptical to start.

Follow up on the above letter two weeks later from the same source. "Sat back looking for a flock of orders I must have forgotten how to write letters because, from results, I might as well have thrown them out the window as put them in the mail." Now he offers to cut his original price by \$10. Maybe this one will pull better . . . maybe.

I usually shoot for about 1/3% to 3% on a mailing. Am now trying two mailings on an offer where I need 30% (even I know this to be impossible on a cash with order basis) and 11.45% respectively. Returns to date would seem to indicate about a 15% and a 10% return respectively. Maybe I can sharpen up the second and get the required at least from our customer list. Incidentally your customer

(Continued on page 41)

#### ADDRESSING

##### OUR LISTS ARE FREE

Retailers - wholesalers - manufacturers  
Banks - churches - institutions  
We charge only for addressing  
SPEED - ADDRESS KRAUS CO.  
48-01 42nd Street  
Long Island City 4, N. Y.

#### ADDRESSING PLATES

If you use  
ELLIOTT-type STENCILS  
and want to REDUCE COSTS  
Write to Box 51, The Reporter  
Garden City, New York

#### ADDRESSOGRAPH PLATES

Speedaumat plates embossed, threeline, on genuine Addressograph Alloy. \$32.50 per thousand complete. Write for quantity discount.

Advertisers Addressing System  
703 North 16th St. St. Louis 3, Mo.

#### ADVERTISING AGENCIES

For pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers, consult Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

#### FOR SALE

Addressograph Machines — 1 Model 3405 with many extras and lister, 1 Model 1955 with lister. S. V. D. Catholic Universities, 316 N. Michigan Ave., Chicago 1, Illinois.

POSTAGE METER. Heavy duty Commercial Controls model 80. Matching cabinet stand on wheels. Original cost of \$790. Meters 8,000 per hour. Excellent condition. Only \$350. Ideals Publishing Co., Box 2032, Milwaukee 1, Wis.

#### USED CARD FILES AT BARGAIN PRICES!

46 steel, 4 wood cabinets for 3x5 and 4x6 cards, from \$10 to \$50 apiece. No reasonable offer rejected for entire lot. First come, first served! The Salvatorian Fathers, Publishing Dept., St. Nazianz, Wis.

#### EQUIPMENT FOR SALE

MULTIGRAPH MODEL 479 (double size), Model 1340 feeder, stand, light fixtures, thermo jogger, extra paper truck. Cost over \$3600. Practically new. \$2800. CENTRAL STATES PAPER & BAG CO., 5221 Natural Bridge, St. Louis 15, Missouri.

ENDORSEOGRAPH. Automatic Commercial Controls endorsing machine and stand. 3½ years old. Perfect operating condition. \$150. Ideals Publishing Co., Box 2032, Milwaukee, Wis.

Addressograph Model 3700, 1 back, 2 front printers; 6 M per hour; 24 position selector unit; consecutive counter. Grade A Condition. Now set for 3 part form, but can alter. Will consider best offer. Box 55, The Reporter, Garden City, New York.

Rates \$1.25 per line (75¢ Situation Wanted) Minimum 4 lines

# CLASSIFIED ADVERTISING

#### FOR SALE

Best offer takes A.B. DICK 435 Mimeo, with or without cabinet. Not used in letter shop, very good condition. Bought new in July 1951. Write Marshall Advertising Mailers, Scottsbluff, Nebraska.

#### LISTS

100,000 FIRMS, including manufacturers, wholesalers, retailers, accountants, insurance companies in Boston, Chicago, Cincinnati, Detroit, Milwaukee, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco. New plates compiled from telephone directories in 1953. Complete direct mail facilities. Write Miss Thomas at 330 W. Kilbourn Avenue, Milwaukee 3, Wis.

#### CANADA'S BEST MAILING LIST

250,000 live names on Elliott stencils  
Call your list broker — TODAY  
or Tobe's, Niagara on the Lake, Canada

BIRTH NAMES (1954) Outright sale  
\$5.00 per thousand. L. C. Carter Advertising, 368 West 35 St., New York City 1. LO 4-3773.

#### 400,000 ELLIOTT STENCILS

Former subscribers and buyers of IDEALS books. 2" x 4½" Elliott stencils in geographical order. Recently cleaned. Outright sale at \$20.00 per M. Ideals Publishing Co., Box 2032, Milwaukee 1, Wisconsin.

#### MISCELLANEOUS

##### THE CALENDAR COMES TO THE LIVING ROOM

If so, there are going to be many customers! Are you, financially and by vocation, capable to handle production and direct mail to sales outlets? Write, Tom Goorder, Seneca Syndicate, P.O. Box 445, Azusa, California.

"FACSIMILE" MINEOGRAPH STENCILS . . . for mimeographing complex forms, art work, printed copy, letterheads, even photos, on your mimeograph machine. Exclusive STENAFAK process cuts stencil electronically for \$1.50. Write for samples and information.

#### COMMERCIAL LETTER, INC.

Stenafax Department  
1209 Washington Avenue  
St. Louis 3, Missouri

#### OFFSET CUTOUTS

Promotional headings, illustrations, cartoons, symbols, borders, panels, holiday art, type fonts, decoration, for offset reproduction. Most complete service in U. S. Free descriptive booklet. A. A. ARCHBOLD, Publisher, 1209-K S. Lake St., Los Angeles 6, Calif.

#### OPPORTUNITY

Because of illness of proprietor one of most successful mail order book publishers is looking to combine with a trade publisher or firm who wishes to enter mail order field. Full equipment including over 500,000 live names on stencils. Rare opportunity. All correspondence confidential. Box 263, G. P. O., New York 1.

#### SITUATION WANTED

Mailing list manager, extensive experience in list research, compiling and brokerage. Administrative and sales background. Excellent references. Box 53, The Reporter, Garden City, N. Y.

You Need Me And I Need You!  
Young man (27) College and 6 years' buying and merchandising experience large retailer. Desires connection in mail order business along similar lines. Available at once. Presently connected with largest service organization in the east. Box 54, The Reporter, Garden City, N. Y.

#### WANTED

Used Inserting and Mailing Machines. No dealers. Box 52, The Reporter, Garden City, N. Y.

WANTED — Used automatic typewriting equipment, submit best offer. Box 1447, Los Angeles 28, California.

WANTED — Any qty used C-B Addressograph frames, submit best offer. Box 1447, Los Angeles 28, California.

#### PROMOTION AIDS

If you have a promotion department, you need these booklets: (1) to train new people on how to think about direct mail (2) to have a source of check-lists for the experts (3) for evidence on how other users use the mails (valuable in preparing budget reports for management, for justifying recommendations).

##### How To Think About Direct Mail

How To Think About Readership in Direct Mail

How To Think About Letters

How To Think About Mailing and Production

How To Think About Showmanship

How Direct Mail Solves Management Problems

Be sure all six are in your direct mail library. One dollar apiece. \$5.00 for all six. Send check to The Reporter, 224 7th Street, Garden City, New York.

# DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$15.00 PER YEAR

## ACETATE SHEET PROTECTORS

A. G. Bardes Company, Inc. .... 437 N. 5th Street, Milwaukee, Wis.  
**ADDRESSING**  
 Ace Typing Service ..... 467 Second Avenue, New York 16, N.Y.  
 Advertising Enterprises ..... 82-64 Greenwich Street, Kew Gardens, N.Y.  
 Creative Mailing Service ..... 460 No. Main St., Freeport, N.Y.  
 Dell Letter Service ..... 61-07 159th St., Flushing, N.Y.  
 Fair Mail Service ..... 417 Cleveland Ave., Plainfield, N.J.  
 National Advertising Service, Inc. .... 2055 N. 17, Kansas City 4, Kansas

## ADDRESSING MACHINES

Addressing Machine & Equipment Co. .... 326 Broadway, New York 7, N.Y.  
 The Elliott Addressing Machine Co. .... 155A Albany St., Cambridge 39, Mass.  
 Seaver & Wallingford ..... 143 West Broadway, New York 13, N.Y.

## ADDRESSING — TRADE

Belmar Typing Service ..... 107-32 104th Street, Ozone Park, N.Y.  
 Shapins Typing Service ..... 68-11 Roosevelt Ave., Woodside, N.Y.  
 Star Typing Service ..... 45-21 162nd St., Flushing, New York

## ADDRESSOGRAPH PLATE EMBOSsing

G. W. Weeks ..... 8 Nagele Court, Merrick, N.Y.

## ADVERTISING AGENCIES

Ad Scribe ..... P. O. Box 254, North Canton, Ohio  
 Frederick Asher, Inc. Advertising ..... 110 N. Wacker Drive, Chicago 6, Ill.  
 Institute of Sales Promotion ..... 131 Lafayette Street, New York 13, N.Y.  
 The Jay H. Maisel Company ..... On Gospel Hill, Marion, Ohio  
 Martin Ad Agency (Direct Selling Mail Order) ..... 15 PA, E. 40, N.Y. 16, N.Y.  
 Roskam Advertising (Mail Order) ..... 1430 Grand, Kansas City 6, Mo.

## ADVERTISING — ART

Raymond Lufkin ..... 124 West Clinton Ave., Tenafly, N.J.  
 Ray Thompson Cartoon Studio ..... Box 134, Wyncote, Pa.  
 Trapkus Art Studio (Small Ads) ..... 349 Tenth St., Moline, Illinois  
 Harry Volk Jr. Art Studio ..... 400 Central Building, Atlantic City, N.J.

## ADVERTISING BOOK MATCHES

Match Corporation of America ..... 3433-43 West 48th Place, Chicago 32, Ill.

## AUTOMATIC TYPEWRITERS

American Automatic Typewriter Co. .... 614 N. Carpenter St., Chicago 22, Ill.

## AUTOMATIC TYPEWRITING

Ambassador Letter Service Co. .... 11 Stone St., New York 4, N.Y.  
 Arrow Letters Corp. .... 307 West 38th St., New York 18, N.Y.  
 Pat Gheen & Associates (25 Robos) ..... 117 S. Maryland St., Indianapolis 25, Ind.  
 MacCallum Letter Service ..... 7 So. Dearborn St., Chicago 3, Ill.  
 W. J. Reynolds & Company ..... 109 North Dearborn St., Chicago 2, Illinois

## BINDING

Publishers Book Bindery, Inc. .... 148 Lafayette Street, New York 13, N.Y.  
**BLOTTER SPECIALTIES**

Respons'N-Blotter ..... 10 Hanover Street, New York 5, N.Y.

## BOOKS

The Art & Technique of Photo Engraving, Horan Engraving Co., N.Y. 1, N.Y.  
 Art for Reproduction ..... Reprint Art Press, 80 5th Ave., New York 11, N.Y.

## BUSINESS CARD SERVICE

R. O. H. Hill, Inc. .... 270 Lafayette St., New York 12, N.Y.

## CATALOG PLANNING

Catalog Planning Company ..... 101 West 55th St., New York 19, N.Y.

## COPYWRITERS (Free Lance)

Leo P. Bott, Jr. .... 64 E. Jackson Blvd., Chicago, 4, Ill.  
 Earl McClellan, A-21 Ogontz Manor, 5600 Ogontz Ave., Philadelphia 41, Pa.  
 Edward W. Ossen ..... 175-35 88th Ave., Jamaica 32, N.Y.  
 Orville E. Reed ..... First National Bank Bldg., Howell, Michigan  
 Roskam Advertising (Mail Order) ..... 1430 Grand, Kansas City 6, Missouri  
 John Yeaglein ..... 442 East 20th St., New York 9, N.Y.

## DIRECT MAIL AGENCIES

Homer J. Buckley ..... 57 East Jackson Blvd., Chicago 4, Ill.  
 The Buckley Organization ..... Lincoln-Liberty Bldg., Philadelphia 7, Pa.  
 Dickie-Raymond, Inc. ..... Sheraton Bldg., 470 Atlantic Ave., Boston, Mass.  
 Dickie-Raymond, Inc. ..... 521 Fifth Avenue, New York 17, N.Y.  
 Direct Mail Services ..... 175 Luckie Street, N.W., Atlanta 3, Georgia  
 Duffy & Associates, Inc. .... 918 North 4th Street, Milwaukee 2, Wisconsin  
 The Folks on Gospel Hill ..... 400 S. Main Street, Marion, Ohio  
 Frederick E. Gymer ..... 2123 East 9th St., Cleveland 15, Ohio  
 Institute of Sales Promotion ..... 131 Lafayette Street, New York 13, N.Y.  
 Mailograph Co., Inc. .... 39 Water Street, New York 4, N.Y.  
 Proper Press, Inc. .... 129 Lafayette Street, New York 13, N.Y.  
 Reply-O Products Co. .... 7 Central Park W., New York 23, N.Y.  
 Roskam Advertising (Mail Order) ..... 1430 Grand, Kansas City 6, Mo.  
 Sales Letters, Inc. .... 250 West 49th St., New York 19, N.Y.  
 John A. Smith & Staff ..... 11 Beacon St., Boston 8, Mass.  
 Carl G. Vienot, Inc. .... 134 Summer St., Boston 10, Mass.

## DIRECT MAIL — DEALER HELP

National Advertising Service, Inc. .... 2055 N. 17, Kansas City 4, Kansas

## DIRECT MAIL EQUIPMENT — MANUFACTURERS

All Purpose Metal Equipment Co. .... 255 Mill Street, Rochester 14, N.Y.  
 B. H. Bunn Company ..... 7605 South Vincennes Avenue, Chicago 20, Ill.  
 Felins Tying Machine Company ..... 3351 North 35th St., Milwaukee 15, Wis.  
 Tested Products Company ..... 15115 Lanning Ave., Div. Az, Lakewood 7, Ohio

## DIRECT MAIL — GIFTS

George E. McWeeney Co. .... 120 Milton Avenue, West Haven 16, Conn.

## ELLIOTT STENCIL CUTTING

Address-O-Rite Stencil & Machine Co. .... 64 W. 23rd St., New York 10, N.Y.  
 Clear Cut Duplicating Co. .... 149 Broadway, New York 6, N.Y.  
 Creative Mailing Service ..... 480 North Main St., Freeport, N.Y.

## ENVELOPES

American Envelope Mfg. Corp. .... 26 Howard St., New York 13, N.Y.  
 The American Paper Products Co. .... East Liverpool, Ohio  
 Atlanta Envelope Co. .... 1700 Northside Drive, P.O. Box 1267, Atlanta 1, Georgia  
 Boston Envelope Co. .... 397 High St., Dedham, Mass.

The Clasp Envelope Company, Inc. .... 98 Bleecker St., New York 12, N.Y.  
 Columbia Envelope Co. .... 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.

Samuel Cupples Envelope Co., Inc. .... 360 Furman St., Brooklyn 2, N.Y.

Cupples-Hesse Corp. .... 4175 N. Kingshighway Blvd., St. Louis 15, Mo.

Curtis 1000 Incorporated ..... Capitol Ave. & Flower St., Hartford 6, Conn.

Delta Envelope Co. .... 1166 Terminal St., P. O. Box 2523, Memphis 2, Tenn.

Detroit Tullar Envelope Company ..... 1041 14th St., Detroit 6, Mich.

Double Envelope Corporation ..... P. O. Box 658, Roanoke 4, Virginia

Garden City Envelope Co. .... 3001 North Rockwell St., Chicago 18, Ill.

Gaw-O'Hara Envelope Company ..... 500 N. Sacramento Blvd., Chicago 12, Ill.

The Gray Envelope Mfg. Co., Inc. .... 55-33rd St., Brooklyn 32, N.Y.

Heco Envelope Company ..... 4500 Cortland St., Chicago 39, Ill.

McGill Paper Products, Inc. .... 501 Park Ave., Minneapolis 15, Minn.

Orgier Envelope Co., Inc. .... 167 41st St., Brooklyn 32, N.Y.

Rochester Envelope Co. .... 72 Clarissa Street, Rochester 14, N.Y.

The Standard Envelope Mfg. Co. .... 1600 East 30th St., Cleveland 14, Ohio

Tension Envelope Corporation ..... 522 Fifth Avenue, New York 36, N.Y.

Tension Envelope Corporation ..... 19th & Campbell Sts., Kansas City 8, Mo.

Transo Envelope Co. .... 3542 N. Kimball Avenue, Chicago 18, Illinois

Transo Envelope Co. .... 22 Monitor St., Jersey City, New Jersey

United States Envelope Company ..... Springfield 2, Mass.

The Wolf Envelope Company ..... 1749-81 E. 22nd St., Cleveland 1, Ohio

Wolf Detroit Envelope Company ..... 14700 Dexter Blvd., Detroit 32, Mich.

## ENVELOPE SPECIALTIES

Columbia Envelope Co. .... 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.

Curtis 1000, Inc. .... Capitol Avenue and Flower St., Hartford, Conn.

Du-Plex Envelope Corp. .... 3026 Franklin Blvd., Chicago 12, Ill.

Garden City Envelope Co. .... 3001 North Rockwell St., Chicago 18, Ill.

Tension Envelope Corporation ..... 19th & Campbell Sts., Kansas City 8, Mo.

## FOREIGN MAILINGS

Promotion ..... Jose Antonio, 57-10-C, Madrid, Spain

## FOREIGN POSTAGE

Foreign Postage Service ..... 6 Lahey Street, New Hyde Park, New York

## FUND RAISING

William M. Proft Associates ..... 27 Washington Place, East Orange, N.J.

## IMPRINTERS — SALES LITERATURE

L. P. MacAdams Company ..... 301 John Street, Bridgeport 3, Connecticut

Wolfe Imprinting Company ..... 52 Pearl St., Buffalo 2, N.Y.

## INVISIBLE INK POSTCARDS

Morley W. Jennings ..... East Orange, New Jersey

## LABEL PASTERS

Potdevin Machine Company ..... 200 North St., Teterboro, N.J.

## LABELS

Penny Label Company ..... 9 Murray St., New York 7, N.Y.

M. Victor ..... 130 Flatbush Avenue, Brooklyn 17, N.Y.

## LETTER GADGETS

Hewig Company ..... 45 West 45th St., New York 19, N.Y.

A. Mitchell ..... 111 West Jackson Blvd., Chicago 4, Illinois

A. August Tiger ..... 545 Fifth Avenue, New York 17, N.Y.

## LETTERHEADS

Brunner Printing Company, Inc. .... 190 Jefferson Ave., Memphis, Tenn.

Harper Engraving and Printing Co. .... 283 E. Spring St., Columbus 15, Ohio

R. O. H. Hill, Inc. .... 270 R. Lafayette Street, New York 12, New York

## MAIL ADDRESSING STICKERS

Eureka Specialty Printing Company ..... Scranton, Pennsylvania

## MAIL ADVERTISING SERVICES (Lettershops)

Acme Mail Advertising Co. .... 1301 Dodge St., Omaha 2, Nebraska

Advertisers Associates, Inc. .... 1627 Penn Ave., Pittsburgh 22, Pa.

Benart Mail Sales Service, Inc. .... 228 East 45th St., New York 17, N.Y.

Century Letter Co., Inc. .... 48 East 21st St., New York 10, N.Y.

Mary Ellen Clancy Company ..... 250 Park Avenue, New York, N.Y.

Cleveland Letter Service, Inc. .... 740 W. Superior Ave., Cleveland 13, W.

A. W. Dicks & Co. .... 386 Victoria St., Toronto 2, Ont., Can.

Fair Mail Service ..... 417 Cleveland Ave., Plainfield, N.J.

The Folks on Gospel Hill ..... 400 S. Main Street, Marion, Ohio

General Office Service, Inc. .... 527 6th St., N.W., Washington 1, D.C.

Ralph E. Harris Associates ..... 914 Walnut St., Philadelphia 7, Pa.

The Lemarque Company ..... 417 S. Jefferson St., Chicago 7, Ill.

The Letter Shop ..... 214 Mission St., San Francisco 5, Cal.

Long Island Letter Service ..... 95 Mineola Blvd., Mineola, N.Y.

MacCallum Letter Service ..... 7 So. Dearborn St., Chicago 3, Ill.

Mailways ..... 39 Water St., New York 4, N.Y.

Mailways ..... 200 Adelaide St., West, Toronto 1, Ont., Canada

National Advertising Service, Inc. .... 2055 N. 17, Kansas City 4, Kansas

Premier Printing & Letter Service ..... 620 Texas Ave., Houston 2, Texas

Rochester Consumer Advertising Corp. ..... 210 Lyell, Rochester 8, N.Y.

Roskam Advertising (Mail Order) ..... 6 West 10th, Kansas City 5, Mo.

The Rylander Company ..... 216 West Jackson Blvd., Chicago 6, Ill.

Union County Business Bureau ..... Westfield, N.J.

Woodington Mail Adv. Service ..... 1304 Arch St., Philadelphia 7, Pa.

## MAILING LISTS—Brokers

\* Archer Mailing List Service ..... 140 West 55th St., New York 19, N.Y.

\* George R. Bryant Co. of N.Y., Inc. .... 595 Madison Ave., New York 22, N.Y.

\* Walter Drey, Inc. .... 75 East Wacker Drive, Chicago 1, Ill.

\* Walter Drey, Inc. .... 333 N. Michigan Avenue, Chicago 1, Ill.

\* Guild Company ..... 257 Fourth Ave., New York 10, N.Y.

\* Guild Company ..... 160 Engle Street, Englewood, New Jersey

\* Lewis Kleid Company ..... 25 West 45th St., New York 36, N.Y.

\* Willis Maddern, Inc. .... 215 Fourth Ave., New York 3, N.Y.

\* Mosely Mail Order List Service ..... 38 Newbury St., Boston 16, Mass.

\* Names Unlimited, Inc. .... 352 Fourth Ave., New York 10, N.Y.

\* D. L. Natwick ..... 136 W. 52nd St., New York 19, N.Y.

Roskam Advertising (Mail Order) ..... 1430 Grand, Kansas City 6, Mo.

Sanford Evans & Co. Ltd. .... 165 McDermott Ave., Winnipeg, Canada

\* James E. True Associates ..... 419 4th Ave., New York 16, N.Y.

\* Members — National Council of Mailing List Brokers

THE REPORTER OF DIRECT MAIL ADVERTISING

**MAILING LISTS—Compilers & Owners**

Allison Mailing Lists.....400 Madison Ave., New York 17, N. Y.  
 Arrow Industrial Lists.....Box 910, Holyoke, Massachusetts  
 Associated Advertising Service.....613 Willow St., Port Huron, Mich.  
 Bodine's of Baltimore.....444 E. Belvedere Ave., Baltimore 12, Md.  
 Bookbuyers Lists, Inc.....353 Broadway, New York 13, N.Y.  
 Boyd's City Dispatch, Inc.....114-120 East 23rd St., New York 10, N.Y.  
 BT Advertising Service.....2108 Payne, Cleveland 14, Ohio  
 Catholic Laity Bureau.....45 West 45th Street, New York 36, New York  
 Creative Mailing Service.....460 No. Main St., Freeport, New York  
 Walter Drey, Inc.....333 N. Michigan Avenue, Chicago 1, Illinois  
 Walter Drey, Inc.....257 Fourth Avenue, New York 10, New York  
 Drumcliff Advertising Service.....Hillen Rd., Towson 4, Md.  
 Dunhill List Company, Inc.....565 Fifth Ave., New York 17, N.Y.  
 Industrial List Bureau.....45 Astor Place, New York 3, N. Y.  
 Jewish Statistical Bureau.....320 Broadway, New York 7, N.Y.  
 Kozak.....147 South Lyon Street, Batavia, N.Y.  
 The Walter S. Kraus Co.....48-01 42nd St., Long Island City 4, N.Y.  
 Mapleton Service Company.....339 Kings Highway, Brooklyn 23, N.Y.  
 Market Compilation Bureau.....11834 Ventura Blvd., N. Hollywood, Calif.  
 Montgomery Engineering Company.....8500 - 12 St., Detroit 6, Michigan  
 J. R. Monty Turf Fan Lists.....201 East 46th St., New York 17, N.Y.  
 Official Catholic Directory Lists.....12 Barclay St., New York 8, N.Y.  
 Paramount Mailing Lists.....77-14 138th Street, Flushing 67, N.Y.  
 W. S. Ponton, Inc.....50 East 42 Street, New York 17, N.Y.  
 Rochester Consumer Advertising Corporation.....210 Lyell, Rochester 6, N.Y.  
 Southwestern Progress Corp. (Wm. D. Ryan, Sales Mgr.)  
 222 N. Canon Dr., Beverly Hills, Calif.

**MAIL ORDER CONSULTANT**

Whitt Northmore Schultz.....1115 Old Elm Lane, Glencoe, Illinois  
**MATCHED STATIONERY**  
 Tension Envelope Corporation.....19th & Campbell Sts., Kansas City 8, Mo.  
**MESSENGER — TRUCKING SERVICE**  
 Mercury Service Systems, Inc.....461 4th Avenue, New York 16, N.Y.  
**MIMEOGRAPH MACHINE**  
 Addressing Machine & Equipment Co. ....326 Broadway, New York 7, N.Y.  
**MULTIGRAPH SUPPLIES**  
 Chicago Ink Ribbon Company.....19 So. Wells St., Chicago 6, Ill.  
**MULTILITH & MULTIGRAPH MACHINES**  
 Addressing Machine & Equipment Co. ....326 Broadway, New York 7, N.Y.  
**NOVELTIES**  
 Economy Novelty & Printing Company.....225 W. 39th St., New York 18, N.Y.  
**PAPER MANUFACTURERS**  
 The Beckett Paper Company.....Hamilton, Ohio  
 Eastern Corporation.....Bangor, Maine  
 Eseleck Manufacturing Company.....Turners Falls, Massachusetts  
 Fox River Corp.....Appleton, Wisconsin  
 W. C. Hamilton & Sons.....Miquon, Pennsylvania  
 Hammermill Paper Company.....Erie, Pennsylvania  
 International Paper Company.....220 East 42nd St., New York 17, N.Y.  
 McLaurin-Jones Company.....Brookfield, Massachusetts  
 Mead Sales Co.....810 Public Ledger Bldg., Philadelphia 6, Pa.

**MY MAIL ORDER DAY***(Continued from page 38)*

list can be a good source of additional income. Names Unlimited (the list brokers) have rented our customers to one outfit four times in the last six months. Mosely List Service has rented it three or four times to another man who finds it highly profitable.

\* \* \*

I guess the collection methods of our wholesale department are getting too rough. Five days after mailing the next to last in our collection series, we received the following: "Sir: On the 23rd I suffered a nervous breakdown and fainted on the street with hemorrhages . . . I am too weak to write you more. All I can say is this. Just as soon as I get strong enough I will pay you along on this bill and wanted you to know no one's trying to hook you out of a dime, . . ." etc., etc., etc. I would sympathize with this fellow in his tough luck but the bill was ten months old before he had a nervous breakdown. Lucky we didn't send him the last of the series; he probably would have dropped dead.

Got a letter today for my "Hallelujah" and "Drop Dead" file, as I call the folder where I keep the nice complimentary letters and the few complaints that we receive. They are running about thirty to one in our favor. This one was a beaut and certainly not a compliment. The gal got a piece of our merchandise and was definitely not satisfied with it. Well, we have sold over one hundred thousand dollars worth of this item (\$100,000) so we know that it is pretty good. At least orders from outfits like General Electric, General Motors, DuPont and many others would seem to attest to it. But she wrote this nasty little epistle and asked for her money back. We have an extremely generous "Ten-day guarantee of Absolute Satisfaction, etc." A check of our records, however — and this is the payoff — indicates that this charming lass bought the object in question *over two years ago*. What would you do in our shoes?

\* \* \*

Received a copy of an ingenious and almost unique mail order offer from a chap in Massachusetts. It was sent to us by friend Felix Tyroler of the

Mohawk Paper Mills, Inc.....465 Saratoga Street, Cohoes, New York  
 Neenah Paper Co.....Neenah, Wisconsin  
 Nekoosa-Edwards Paper Co.....Port Edwards, Wisconsin  
 Rising Paper Company.....Housatonic, Mass.

**PAPER MERCHANTS**

Bulkley, Dunton & Company, Inc.....295 Madison Avenue, New York 17, N.Y.

**PARCEL POST MAILING BOXES**

Corrugated Paper Products, Inc.....2235 Utica Ave., Brooklyn 34, N.Y.

**PHOTOGRAPHERS**

Henry Harris .....8841 - 20th Avenue, Brooklyn 14, N.Y.

**PHOTOS IN QUANTITY**

Moss Photo Service, Inc.....350 W. 50th St., New York 19, N.Y.

Mulson Studio .....P. O. Box 1941, Bridgeport 1, Conn.

**PHOTO-REPORTING**

Sickles Photo-Reporting Service.....38 Park Place, Newark, N.J.

**PLASTICS**

Hopp Plastics .....460 West 34th Street, New York, N.Y.

**POSTAL INFORMATION**

Postal Digest Company.....150 Nassau Street, New York 38, New York

**COLOR POSTCARDS**

Moss Photo Service, Inc.....350 West 50th St., New York 19, N.Y.

**PRINTING—Letterpress**

The Davenport Press, Inc.....Main St., Mineola, N.Y.

**PRINTING—Offset Lithography**

Bachman Reproduction Service.....259 East 43 Street, New York 17, N.Y.

H. S. Crocker Company, Inc.....San Bruno, California

Peter Fress, Inc.....42 West 33rd Street, New York 1, N.Y.

**PRINTING—Letterpress and Offset Lithography**

Paradise Printers and Publishers .....Paradise, Pennsylvania

Printcraft Press, Inc.....229 West 28th St., New York 1, N.Y.

Proper Press, Inc.....129 Lafayette Street, New York 13, N.Y.

Shield Press, Inc.....2010 Montcalm St., Indianapolis, Indiana

**PUBLICITY-PUBLIC RELATIONS**

Arthur Pine Associates .....67 West 44th St., New York 36, N.Y.

**SALES PROMOTIONAL COUNSEL**

Martin Ad Agency (Direct Selling Mail Order) .....15 PB E. 40, N.Y. 16, N.Y.

**SYNDICATED HOUSE MAGAZINES**

The William Fether Co. ....812 Huron Rd., Cleveland 15, Ohio

Wetmore & Company "Business Brief," 1015 So. Shepherd Dr., Houston, Tex.

**TRADE ASSOCIATIONS**

Direct Mail Advertising Assn.....381 Fourth Ave., New York 16, N.Y.

Mail Advertising Service Assn.....18652 Fairfield Ave., Detroit 21, Mich.

**TRUCKING — MESSENGER SERVICE**

Mercury Service Systems, Inc.....461 4th Avenue, New York 16, N.Y.

**VARIETY EQUIPMENT**

Walter "Doc" Hanson .....303 Buckeye Building, Cleveland 15, Ohio

Zenith Typewriter & Adding Machine Co. ....34 E. 22nd St., New York 10, N.Y.

**XEROGRAPHY — PLATES**

Clear-Cut Duplicating Company.....149 Broadway, New York 6, N.Y.

Mail Advertising Service Association. It seems that this chap in Massachusetts is sending out a mail order catalog of the imprinted variety, something like the one supplied to their many mail order customers by H. B. Davis Company. This lists numerous items of standard merchandise at regular prices. This Massachusetts man has an ingenious twist. For every dollar's worth of merchandise you buy, he gives you a kick-back of 25¢ worth of stock in his company that is producing a new piece of textile machinery which he vehemently insists, will revolutionize the industry and make millions of dollars for everybody concerned.

Very frankly, although his customers are going to get decent merchandise at decent prices, I don't think their stock holdings are going to make them millionaires. However, far be it from me to scoff.

\* \* \*

I see in *House Beautiful* a product that is being sold mail order and I think should sell well to a lot of mail order men. It is a replica of a tin cup and is stuffed with pencils.

## Short Notes CONTINUED

from page 15

□ PRINTERS AND OTHER PAPER USERS will find a batch of business printing ideas in the new 1954 *Working Kit of Hammermill Bond*. Contains letterhead and matching envelope designs, specimens showing the uses of the four-page sales letter, and ideas for 36 business forms. You can get a kit by writing to the Advertising Dept., Hammermill Paper Co., Erie 6, Pa.



□ THE SECOND ISSUE of *Laurence's Guide for Photoengraving Buyers* was mailed last month to advertising departments, agencies and graphic arts concerns. Part of a continuing series on how to order photoengravings produced by Laurence, Inc., Chicago photoengraving firm. The Laurence Guide No. 2 is



an 8 1/2" x 11" folder explaining the "One-Color Line Process". All of the guides are issued as an educational service by the Chicago firm . . . with no "sell" copy for Laurence. President Larry L. LaVant reports that more than 500 letters were received (several from foreign countries) in response to the first guide.



□ BUFFALO, N.Y., had its first Direct Mail Day on April 30 . . . held at the Hotel Touraine and sponsored by Advertising Women of Buffalo, Greater Buffalo Advertising Club, Printing Industries Assn. of Western N.Y. with assists from DMAA and NIAA. Ed N. Mayer, Jr., president of James Gray, Inc., New York was feature speaker. Highlight of the day was a packed session where panel of experts answered questions from the floor. Panel included Robert J. Douroure, advertising manager, The Kleinhans Co., Sterling J. Hiles, Comstock & Co., Marjorie A. Hughs, Franklin Cowan Paper Co., and Joseph

R. Hawn, acting postmaster, Buffalo Post Office. "Best of Industry" exhibits were on display from 4 to 11 p.m. Lots of enthusiasm was shown for the Buffalo "first."



□ MISS JOAN MULLEN, advertising honor senior at Butler University, was chosen "Miss Inside Advertising of 1954"



at the Assn. of Advertising Men & Women's 4th annual Inside Advertising Banquet last month. The 21-year-old redhead from Cary, Ill., was one of the 55 top advertising students who were picked to attend AAM&W's 4th Inside Advertising Week . . . a busy week of conferences, tours, lunches and dinners as guests of New York advertising organizations.



□ 160 DIFFERENT WAYS TO USE AUTOMATIC TYPING are explained in this new booklet offered by American Automatic Typewriter Co., 614 N. Carpenter St., Chicago, Ill. It's divided into



business classifications such as Manufacturers, Banks, Publishers, Medical and other fields. Most of the contents were compiled from the results of a series of surveys among present Auto-Typist users. Copies are free to business executives.

□ A NEW LETTERSHOP SECTION has been added to the famous Franklin Catalogs, printing estimating guides, published by Porte Publishing Co., P.O. Box 143, Sugar House, Salt Lake City, Utah. Porte staffers spent two years compiling the standard rate card for lettershop operations. A hard job. They examined records, compiled facts from many lettershops in various locations . . . and came up with suggested values for 97 lettershop operations. Services listed are thorough and complete . . . but suggested prices (in some categories and in our opinion) are much too high.



□ ANOTHER SURVEY shows what businessmen like and dislike about letterheads. Neenah Paper Co., Neenah, Wis. has just released the *Neenah Guide To Preferred Letterheads*, a booklet based on a tremendous four-year survey . . . started in 1950 by Neenah to find out what thousands of businessmen preferred in letterheads. Without going into a maze of statistics, the booklet shows



full-color design elements and art treatments of monograms, trademarks, products, etc. Also shows different styles of type and hand lettering as well as general guides to balance on a letterhead. Neenah announced that copies of the booklet can be obtained from printers who can get them direct from the paper company without charge.



□ DIRECT MAIL DOLLAR VOLUME took another upward swing in March. American business spent an estimated \$121,281,000 for direct mail during March, 1954, according to DMAA figures. This was a gain of 6.43% over the same month's total in 1953. First three months of 1954 had a total of \$330,693,928 . . . an increase of \$16,768,524 over the same period last year.

# MEMO :

Mr. Frank J. Keller, President  
Unicorn Press, Inc.  
New York, N. Y.

Re: Gold Mine

As you know, my office has researched, cleared and scheduled the rental of hundreds of thousands of names to assist Unicorn Press in selling the Funk & Wagnalls Encyclopedia by mail.

Having been instrumental in securing for you the lists that were used on these vast mailings -- I feel particularly qualified to judge the value of the names that your company owns.

Unicorn has been reluctant to release these lists for rental purpose to others, I believe, because your staff has been too busy to take on outside addressing work and because you have been following them up for your own purposes.

But -- now there must be thousands of buyer names plus larger quantities of inquiries and prospects which are no longer active and since they are on plates they can represent a substantial source of income via rental to other non-competitive firms.

Owners whom we represent find it profitable to offer lists as small as 10,000 names. With your large quantities it could be a gold mine. It would be safe beyond question because we work only with sound, substantial publishers and mail order companies. You can accept or refuse any rental of your list, and you can stipulate the mailing dates to avoid conflicts with your own promotion.

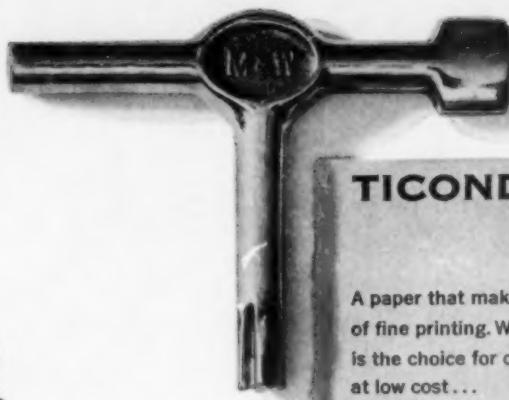
I need not mention, since Unicorn knows us so well, that this office would represent you efficiently, intelligently and would protect your interests at all times.

This is a perfect time to release your lists -- because many of the important mailers are planning their tests and scheduling their Fall advertising now.

May I meet with you and submit a proposal for marketing your names that would assure maximum revenue with the least inconvenience to your staff and with the greatest amount of protection and safety?

*Lewis Kleid*

Mailing Lists Lewis Kleid Company 25 West 45th Street, New York 36, N.Y. Judson 2-0830



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